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284
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NUMBER 284 JANUARY 1989

MAD

"You know the world's in trouble when it takes 2,000 laws to enforce the Ten Commandments!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* ANNE GAINES *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS

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SURGEON GENERAL'S WARNING: Reading MAD may be hazardous to individuals who have recently had gall bladder operations.

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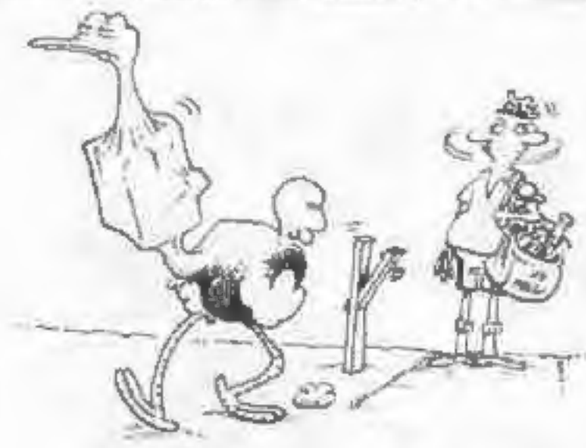
100% PERSPIRATION, 0% INSPIRATION:

192 PAGES OF *SPEED SCHTICK* AND *DRY IDEAS*!

BE *SURE* TO *ROLL ON* DOWN TO YOUR BOOKSTORE AND *ODOR* YOUR COPY BEFORE THEY *BAN* IT!

YOU'LL BE *GLAND* YOU DID!

LETTERS AND TOMATOES DEPT.



"STAR BLECCH"

As an avid reader of MAD, I must protest the constant use of my name in your "Star Trek" spoofs. I put up with it in issues #251 and #271, but "Star Blecch: The Next Degradation" in #282 was the straw that broke the camel's back! I think you brought the old "Star Blecch" crew back into the satire just to spite me.

I am not and never have been a member of Star Fleet. I deny that I go on long trips with pointy-eared aliens or doctors named "Bones." I request that you stop aiding these false rumors before I am forced to take more drastic measures.

James Quirk
Lynbrook, NY

James, we're sorry and we regret the mix-up. We promise it won't happen again. —Ed.
P.S.: Give our best to Scotty and Uhura!

WHAT GALL!

I am now 44-years-old and have been reading MAD for over 25 years. I just had my gall bladder removed and in an effort to cheer me up, my mother brought me the MAD Gross-Outs Super Special. It left me laughing so hard that I nearly opened my incision. There is no notice by the Surgeon General on your magazine warning of this type of problem!

Mark Werther
Radnor, PA

After reading MAD for over 25 years, how could you miss the warning we print on our contents page? See for yourself! —Ed.

ON THE CAMPAIGN TRAIL

The other night we were attending a party and sure enough, Alfred was there acting like a typical politician—kissing hands and shaking babies!

John Vollick
Scott Hoover
Somewhere, USA

Alfred: He turned down George Bush, but not Paula Parkinson!!

"ALF'S CAT COOKBOOK"

I don't mean to be catty, but how disgusting to read "Alf's Celebrity Cat Cookbook" recipes. Why can't he be civilized and stick to cows, pigs, sheep, chickens, turkeys, ducks, fish and other creatures that "normal" people eat!?

Richard H. Schwartz, Ph.D.
Author of *Judaism and Vegetarianism*
Staten Island, NY

Don't get us wrong, all of us here at MAD are in favor of vegetables. In fact, we occasionally print a letter from one! —Ed.

I found Alf's "Cookbook" very disgusting. I filled up five paper bags with vomit in two minutes. Maybe if you use your sick imagination, pretty soon I could go to the record book for most bags filled in the least amount of time.

Jason Dension
Cornish, ME

Five bags in two minutes? Wow! Okay readers, here's a real quizzler: If X equals the number of paper bags Jason can fill in an hour and Jason is 18 years old, how many paper bags will he fill by age 63 (allowing two weeks vacation and four sick days per year)? Neatness counts! —Ed.

SNOW LAUGHING MATTER

In Brazil, it hardly ever snows in December. So when the Brazilian edition of MAD printed our "Seasons Greetings" cover, they engaged in some South American "snow removal" first. Oddly, the fact that Alfred was dressed as the Easter Bunny didn't bother them at all!

Snowy U.S. MAD #276

Unsnowy Brazilian MAD #37

THE MAD BULLETIN BOARD

For some reason, people send their photographs to us. We don't know why, but they do. Some claim to resemble Alfred E. Neuman. Others want a spot in William Gaines's will. Many are just vain, egotistical, narcissistic fools! Whatever the motive, when we get a photo, we hang it on the MAD bulletin board. Pictured above is a small section of that board. We thank the people who have sent us their pictures over the years, but what we appreciate most is the fact that no one has ever sent us a photo of Roy Cohn!

OLDEST READER?

The picture enclosed is of my mother Edith Lurie and her great-grandson Casey Lurie, who introduced her to MAD. As you can see, she neglected her usual detective mystery novels and took to your magazine. This December, we'll be celebrating her 92nd birthday. She might well be your oldest subscriber!

Toby Lurie
San Francisco, CA

Thanks for writing, but the truth is our oldest subscriber is Joan Collins! —Ed.

91-year-old Edith and great-grandson Casey. Can you tell who's who?

"SOUND" DEFECTS

Great job on "A Beginner's Guide to Cartoon Sound Effects" (MAD #282). But, as usual, you left one out:

...An average person reading an issue of MAD!

Mike Amato
Newton, NJ

MORON MAIL

Hey, isn't it about time Alfred E. Neuman gets a haircut?

Jeremy Hanscom
Florala, AL

Hey, isn't it about time Jeremy Hanscom realized no one cares about his thoughts or opinions? Thanks for writing! —Ed.

MAD MINUTES UPDATE

MAD Minutes are popular from New York to Hawaii! Unfortunately, they aren't popular anywhere in between! The creation of long-time MAD writer Dick DeBartolo, *MAD Minutes* are allegedly humorous and sometimes funny interviews, fake commercials, weather reports and more! They are provided free to any radio station stupid enough to air them! For a sample cassette, send a note on radio station stationery to: Dick's MAD Minutes, 485 MADison Ave., NY, NY 10022.

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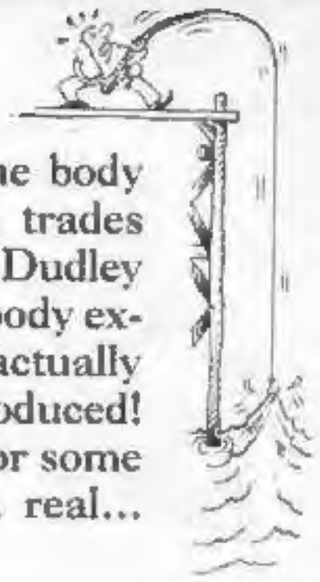
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-regressed, stamped envelope!

HANKS GIVING TURKEY DEPARTMENT



In the past year there has been a spate of those "body exchange," "role reversal" films. One body switches with another...A father switches brains with his teenage son; a ninety-year-old trades bodies with his grandson. Thrilling concept? Come on!!! How many people really want to see Dudley Moore switch brains with Kirk Cameron? We here at MAD were hoping for one more of these body exchange films, one where a Hollywood Studio Executive switches bodies with a movie-goer and actually has to pay six bucks, sit in a theatre with sticky floors and watch the drivel his studio produced! Of course, that didn't happen. But Hollywood *did* make yet another body exchange film and, for some unexplainable reason, it was a huge hit! In fact, at the box office this summer, it was a real...

biggie

ARTIST: MORT DRUCKER
WRITER: ARNIE KOGEN

Hi, my name is Gosh Boshkin! I'm a twelve-year-old suburban kid! I like computers, bikes, video games, stickball and walkie-talkies. I have a perfect life! I also live in New Jersey! Well, okay...almost perfect!
I'm Bilky Gunzenhauser! I'm Gosh's best pal! We play ball together! Rap on the walkie-talkie together! Sing "Shimmy Shimmy Ko-Ko-Baa" together! And together we do the most disgusting things with food since Animal House!
We also gawk at girls together! We think they may be useful someday! But we're not quite sure for what!
Look, there's Sintease! What a knockout! I think she likes you!
Neat! I have a fantasy that I get her alone in my bunk bed and short-sheet the bed!
Is that all?
You mean there's more?
PHOTO SHOP
THINK NEGATIVE
OPEN
VISA
FILM
LOTO
TICKETS SOLD HERE
SHOE REPAIR
WE SAVE DEPARTED SOLES EVEN IF THEY WERE HEELS

5
Sorry, kid! I can't let you on! You aren't big enough!
You're kidding! For a "Teacup Ride"?
Hey, read the sign! You must be at least this big to get on!
This is embarrassing! Especially in front of a girl I've got the hots for! Since when is there a minimum height requirement?
Don't take it personally! I just turned away bigger stars of smaller stature than you!
HEIGHT REPORT
FERRIS BUELLER'S WHEEL-OFF
4

Gee, I can have any wish I want! Let's see... I can wish for world peace but that's not gonna make for a hysterically funny movie! Okay...I wish that I were BIG!
ZOLTAN ZETZMAN OF ZANDAR

Hmm! Those are the **hairiest** twelve-year-old legs I've ever seen! Wait... Oh my God! Suddenly I have **the body of Tom Hanks!** Oh well, at least it's not the body of **John Candy!** Or even **worse**, the body of **Lily Tomlin!!!**

Gosh, you're late! Stop **dawdling!** What **are** you doing up there?

Just making a **"parts check,"** Mom!

ERASMUS HALL HIGH SCHOOL

IF YOU COULD BE **BIG** TOMORROW, WOULD YOU MISS YOUR CHILDHOOD?

WHAT'S TO MISS?

REPORT CARD

MAXWELL M. KORN MODEL

Mom, **it's me!**

You?! You're a stranger!

It's me, Gosh! Remember how you told me if I **ate** my **greens** I'd **grow?** Well...it **worked!**

But I want my **son!**

I am your **son!**

Yeah, **right!** And I'm **Glenn Close!**

Bilky, it's **me!** Your best pal, **Gosh Boshkin!**

Then **prove it!** Do our **secret rap song!**

I'm hot! You're not!
Shimmy Shimmy Ko-ko-baa!
Melted tuna down:
Brucie Lee!
Spitting up toothpaste
Will set you free!

That's a **relief!** They **changed** your **body** but **nobody's messed** with your **mind!**

MAD

DRUCKER

You can't hang around here in that outfit! You look like a deranged pervert!

Where am I gonna go?

Let's go to Manhattan! You'll blend right in!

LIMBO

We gotta lay low for a few weeks until we can track down this "Zetzman" machine to turn me back into a boy again!

In the meantime you've got to get a job!

A job? I've got a child's mind in a man's body! What am I equipped for?

How about the Presidency of the United States?

A twelve-year-old as President?! Are you nuts??!!

Yeah, you're right! You're over-qualified!

KOCH 22

52ST

So, Mr. Boshkin, you want a job with our toy company! What's your background?

I've had recent experience with toys and computers!

It also says here that you had a paper route, a "B plus" in Geography and you ride a bicycle!

That's right!

Three speed?

Ten speed!

You're hired!

MacMUGGIN TOY CO

PERSONNEL

MX

This is great! We blew my entire first paycheck on candy, junk food and toys!

And now we're pretending to get sick on each other!

Boy, life just can't get much better!

I'm gonna have to evict you two!

From this flea-bag hotel? But why??

Other tenants are complaining! They think you're disgusting! You're giving Times Square a bad name!

I ♥ NY

I must say, Boshkin, as your boss, I'm impressed with your free-spirited attitude and your toy savvy!

Gee, thanks a lot, Mr. MacMuggin!

Uh...I think we're causing a scene!

I know! But I've got the mind of a twelve-year old! What's your excuse?!

NEW DORP HIGH

BUNNY

Did you hear?? Boshkin's been promoted! Now he's VP in Charge of Product Development!

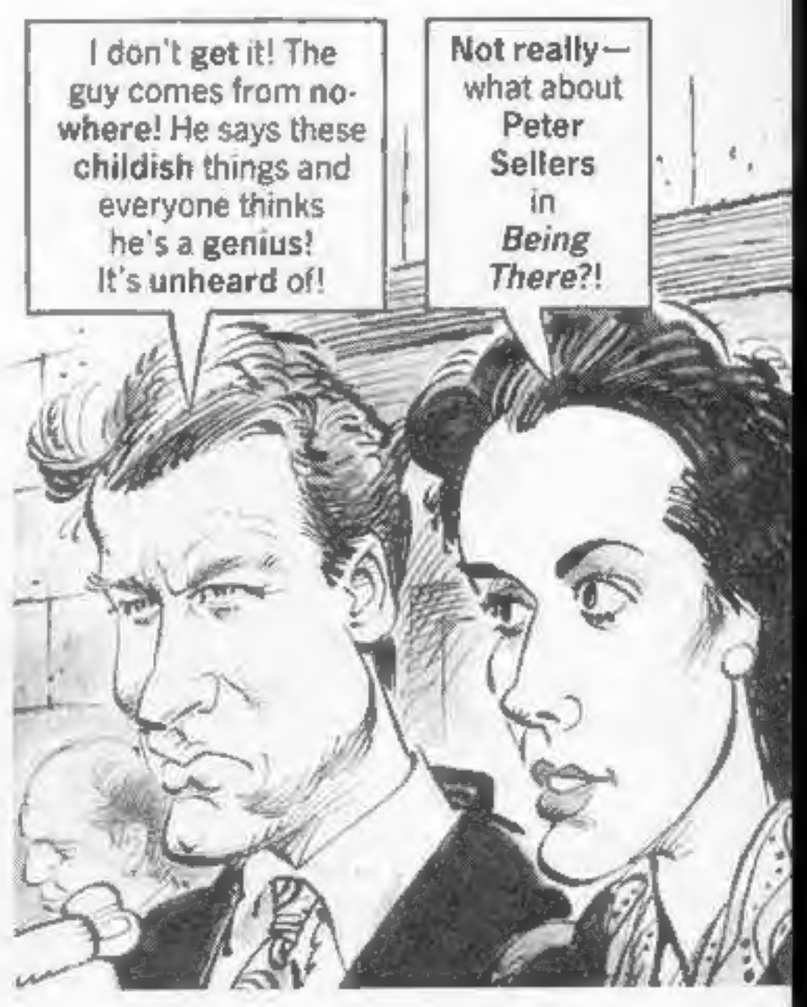
They promoted that idiot over me?! I can't believe it! How'd he manage that?

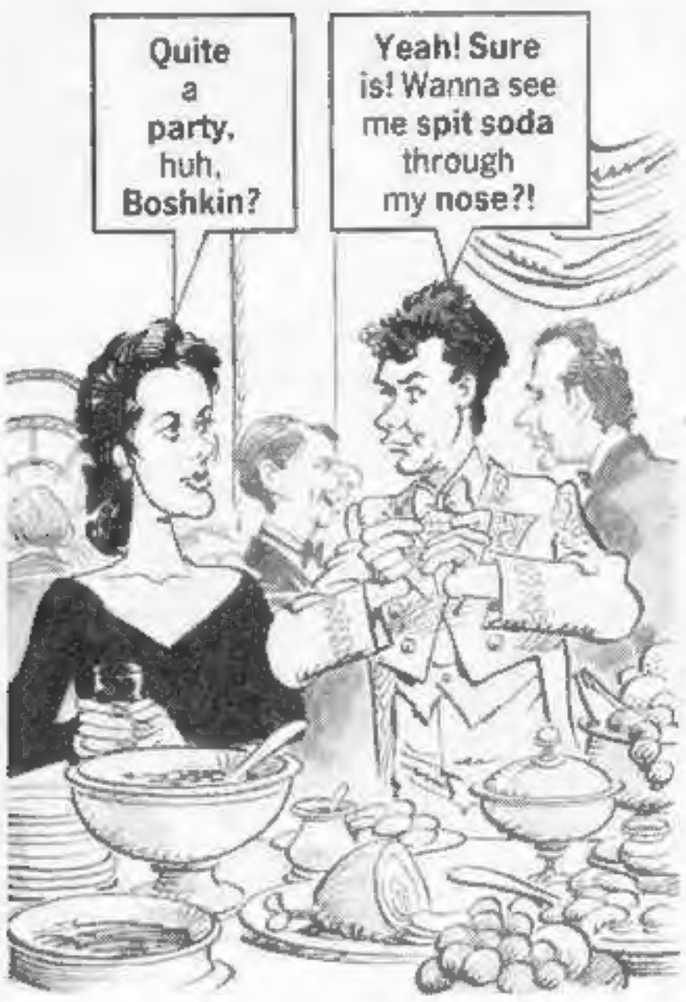
They say he and the boss were seen dancing together! In public!

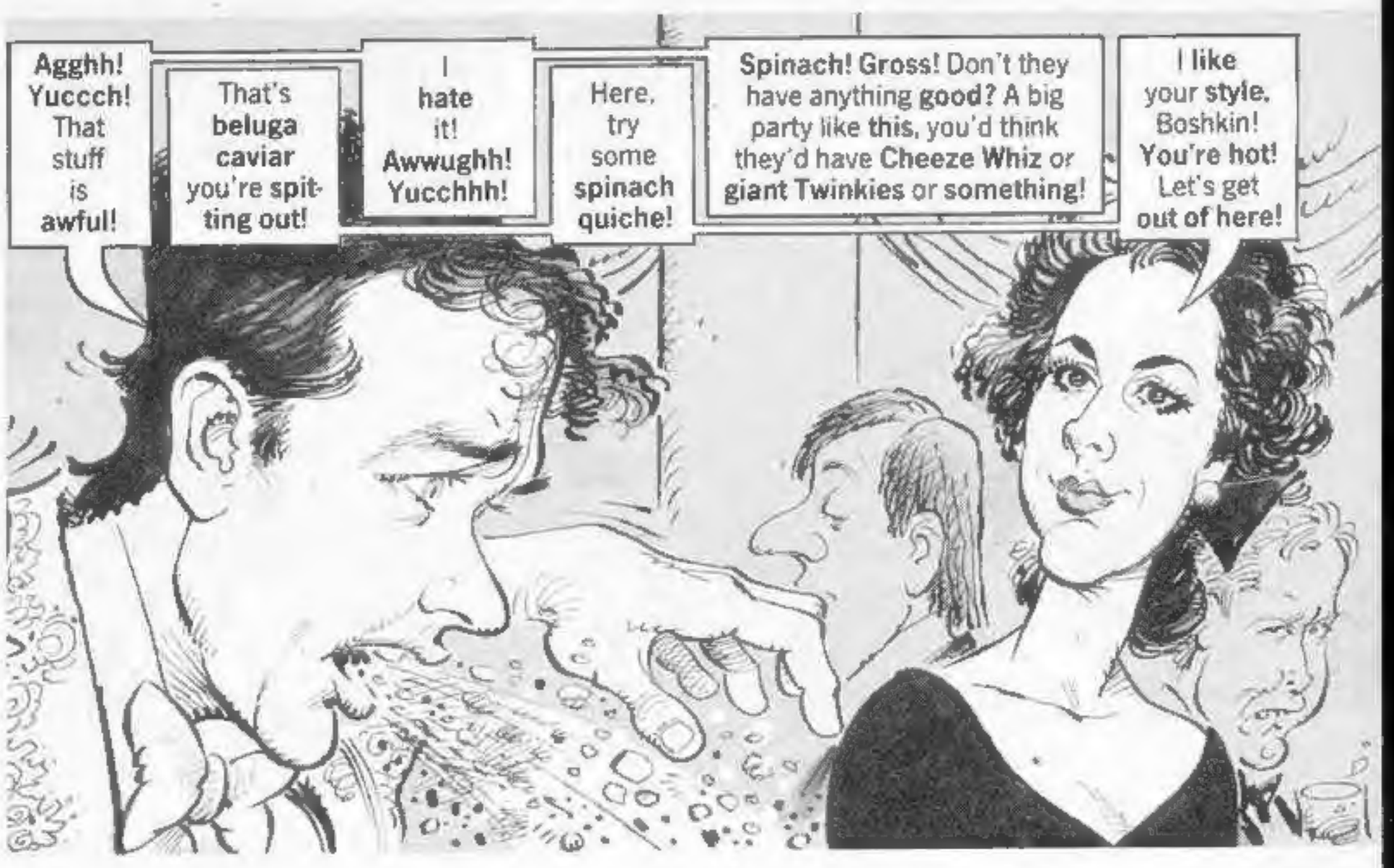
Ah... Now it all makes sense!

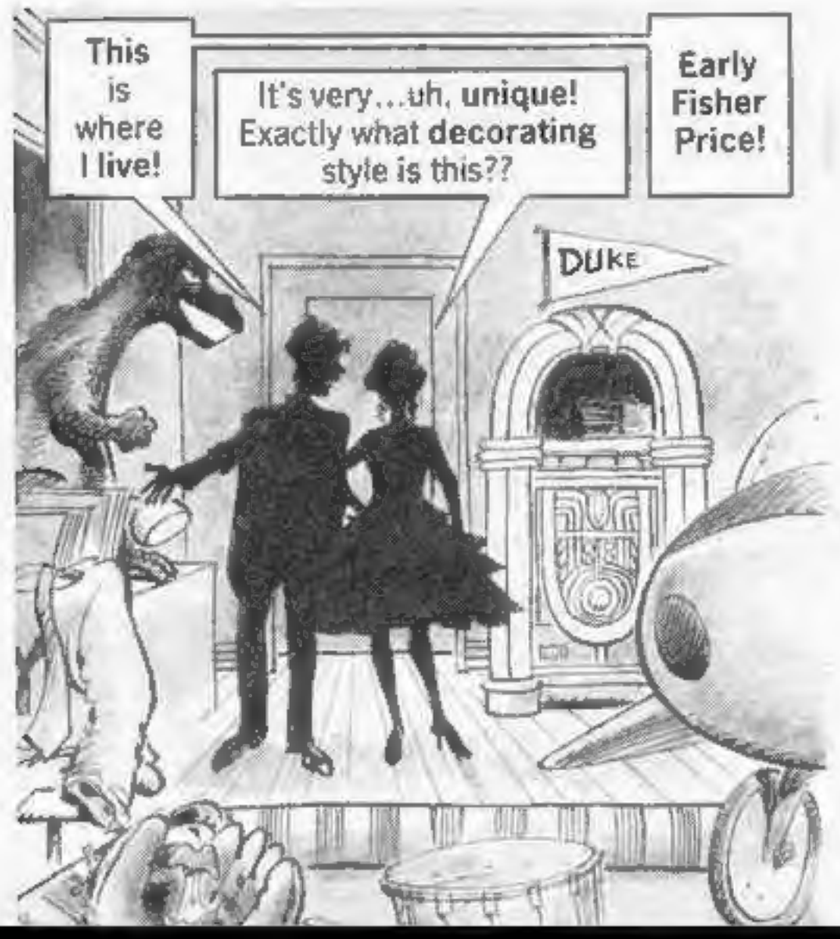
SNAP!

So, the projections show we can have a solid base of the market share!
I agree! Excellent product! It's a proven winner with the focus testing group!
Yes! Tests indicate the "robot skyscraper" is guaranteed a thirty-nine-percent share of the market!
I think it's cocky doody!
Didn't I tell you?! Is this man refreshing or what?!!


I don't get it! The guy comes from nowhere! He says these childish things and everyone thinks he's a genius! It's unheard of!
Not really— what about Peter Sellers in *Being There*?!


Quite a party, huh, Boshkin?
Yeah! Sure is! Wanna see me spit soda through my nose?!


Agghh! Yuccch! That stuff is awful!
That's beluga caviar you're spitting out!
I hate it! Awwughh! Yucchhh!
Here, try some spinach quiche!
Spinach! Gross! Don't they have anything good? A big party like this, you'd think they'd have Cheeze Whiz or giant Twinkies or something!
I like your style, Boshkin! You're hot! Let's get out of here!


This is where I live!
It's very...uh, unique! Exactly what decorating style is this??
Early Fisher Price!
DUKE

When you said you wanted us to get "high" ...I didn't think you had this in mind!!

Boshkin, you're like a child in so many ways!
Huhh! I know!
If you're still wetting the bed, I'm glad I'm on top!
7

Wow! This is **cool!** I'm getting to **first base!**

Most of the other guys I date don't **make love with a baseball glove on!**

With all this talk about **"safe sex,"** I figured I needed **protection!**

What's **happening** to you, Gosh? You've **changed!**

Have **not!**

Have **not!**

Have **not!**

Have **too!**

Have **too!**

Tell me, Bilky, **how** have I changed?

You put me on **"hold,"** I need an **appointment** to see you and you haven't **squirted food** at anybody in **three weeks!** You're becoming one of **them**...a **corporate climber**...**a yuppie!!**

Ha! I still wear a **Mickey Mouse watch!**

Yeah, but it's a **Rolex** Mickey Mouse watch!

You may be **right**, Bilky! I'm starting to feel the **pressure!** I may be the first twelve-year-old with **"hypertension"!**

No **kidding!**

Yeah! And I think I'm starting to get an **"ulcerette"!** It's time to **get back** to my **former life!**

Snoozan, I have a **confession** to make! I'm a **child!**

Hey, that's okay! We **all** are!

I mean a **real** child! Two weeks ago I was in **Boy Scouts** and **little league!**

That's **fine!** I like **organiza-tion men!**

I live with my **parents** in **New Jersey!**

My God!! I'm dating a guy from **New Jersey?** Get out of my apartment! **Out! Out!!**

WORLD NERD CENTER

Gosh, I didn't **mean** it! **Don't leave!** You were the greatest thing to come into my life since **Valium!**

This is **"Zetzman,"** the machine that made me into a **man** and will change me back into a **kid** again!

So it **IS** true! You really **ARE** twelve!

I know it must be a **shocker** to you!

It sure **is!** The way **you** were behaving I had you figured for maybe **eight** or **nine!**

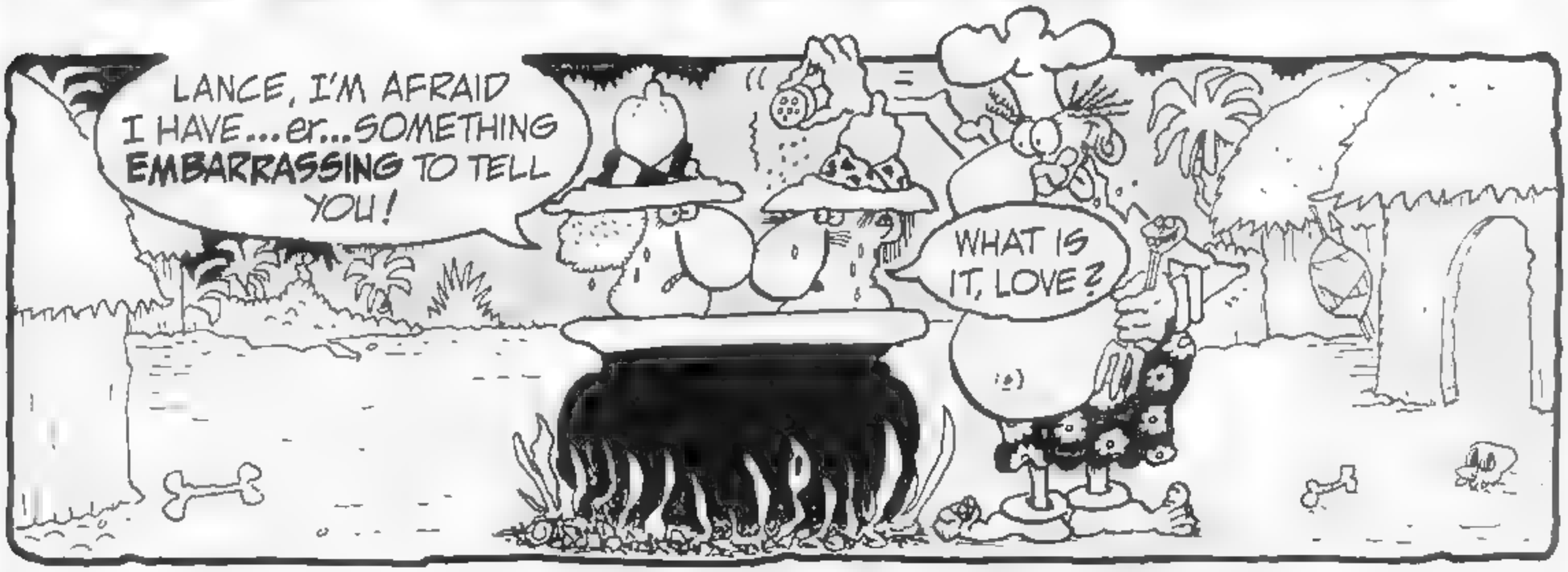
Well, **so long,** Snoozan! Have a **nice life!**

So long? Whaddaya mean, **"so long"?** I **get off** on younger men! the **younger** the **better!** My analyst says I have a **"Cher Complex."** So you're **twelve now**—we still have four good years 'til you're **over the hill** at 16 and I **dump you!**

Wow...talk about **kinky!** Oh well, nobody said **dating** in the **Eighties** was **easy!**

BABY THE END

THE APPALLING AMAZON APPETIZER


LANCE, I'M AFRAID I HAVE...er...SOMETHING EMBARRASSING TO TELL YOU!
WHAT IS IT, LOVE?
IT'S DIFFICULT FOR ME TO SAY...BUT I CAN'T CONTROL MYSELF ANY LONGER! I HAVE TO GO TO THE BATHROOM!
OH, GO AHEAD! WHAT DIFFERENCE DOES IT MAKE NOW?
CHEF, YOU'VE OUTDONE YOURSELF!
YOU SAID IT! THIS SAUCE IS SOMETHING ELSE!
YOU MUST GIVE US THE RECIPE!
?
SLOBBER!
SLURP!
CHOMP!
SLOBBER!
CHOMP!
SLOBBER!
DUCK

ARTIST AND WRITER DUCK EDWING

IT DOESN'T ADAGE UP DEPARTMENT

If you're like most people (and most people are!) you probably think all of the ancient proverbs and adages that have been handed down from generation to generation are profound words to live by! Ah, but as the wise man once said, "YOU FOOLS!" Just because a maxim has survived for centuries doesn't necessarily mean that it's correct! On the other hand, it doesn't necessarily mean that it is incorrect either! Our point is, each one of those profound little ditties needs to be judged on its own merit, and so with that in mind...

MAD RE-EXAMINES SOME WISE OLD SAYINGS

ARTIST: PAUL COKER WRITER: TOM KOCH

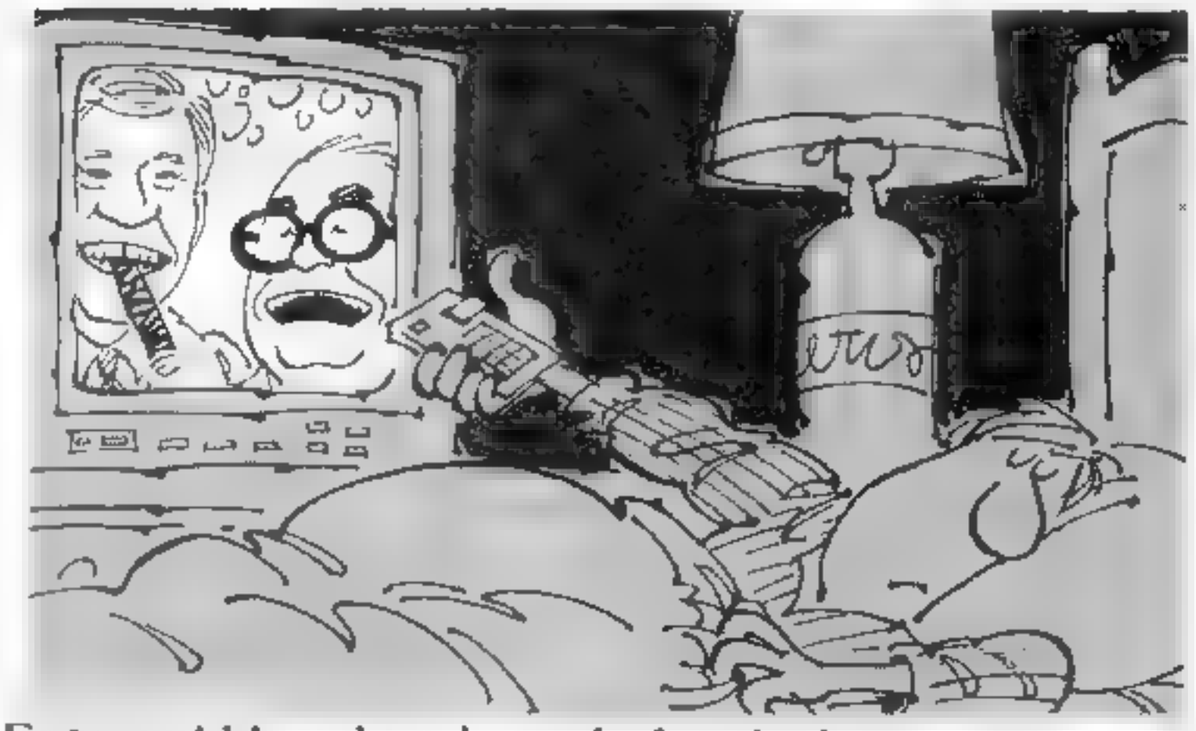
"Two heads are better than one."

TRUE: Especially as the top drawing card at a circus sideshow while the geek is on vacation!

"Never look a gift horse in the mouth."

TRUE: At close range, it becomes sickeningly apparent that few horses brush after meals, and almost none of them ever think to use mouthwash!

"Early to bed and early to rise makes a man healthy, wealthy and wise."



FALSE: Although, going to bed early does enable one to miss seeing Larry "Bud" Melman on the Letterman Show!

"You can't make a silk purse out of a sow's ear."

TRUE: In fact, there's nothing you can make from a sow's ear except a saddle blanket for a hamster!

"A watched pot never boils."

FALSE: This is merely a misquotation of the well known scientific fact: A watched boil never pops!

"Lightning never strikes twice in the same place."

FALSE: Lightning often strikes twice in the same place, but word hasn't gotten out since no one who was standing there the first time is still alive!

"There's no fool like an old fool."

TRUE: Except in Congress, where there are several young fools who seem to have a natural knack for foolishness that normally takes years to develop!

"There's more than one way to skin a cat."

TRUE: But if you have a weak stomach, you wouldn't want to hear about the other ways!

"The baseball team that's in first place on the 4th of July always wins the pennant."

TRUE: But only in years when a players' strike causes the season to end on the 5th of July!

ENTERING THE JOCK MARKET DEPARTMENT

There isn't a jock
Who won't lose to the clock—
The toughest opponent is time!
Don't cry in your beers...
Mad suggests some

CAREERS for ATH

EX-TENNIS CHAMPS

LIFE GUARD ROUSERS

EX-WRESTLERS

TRASH COMPRESSORS

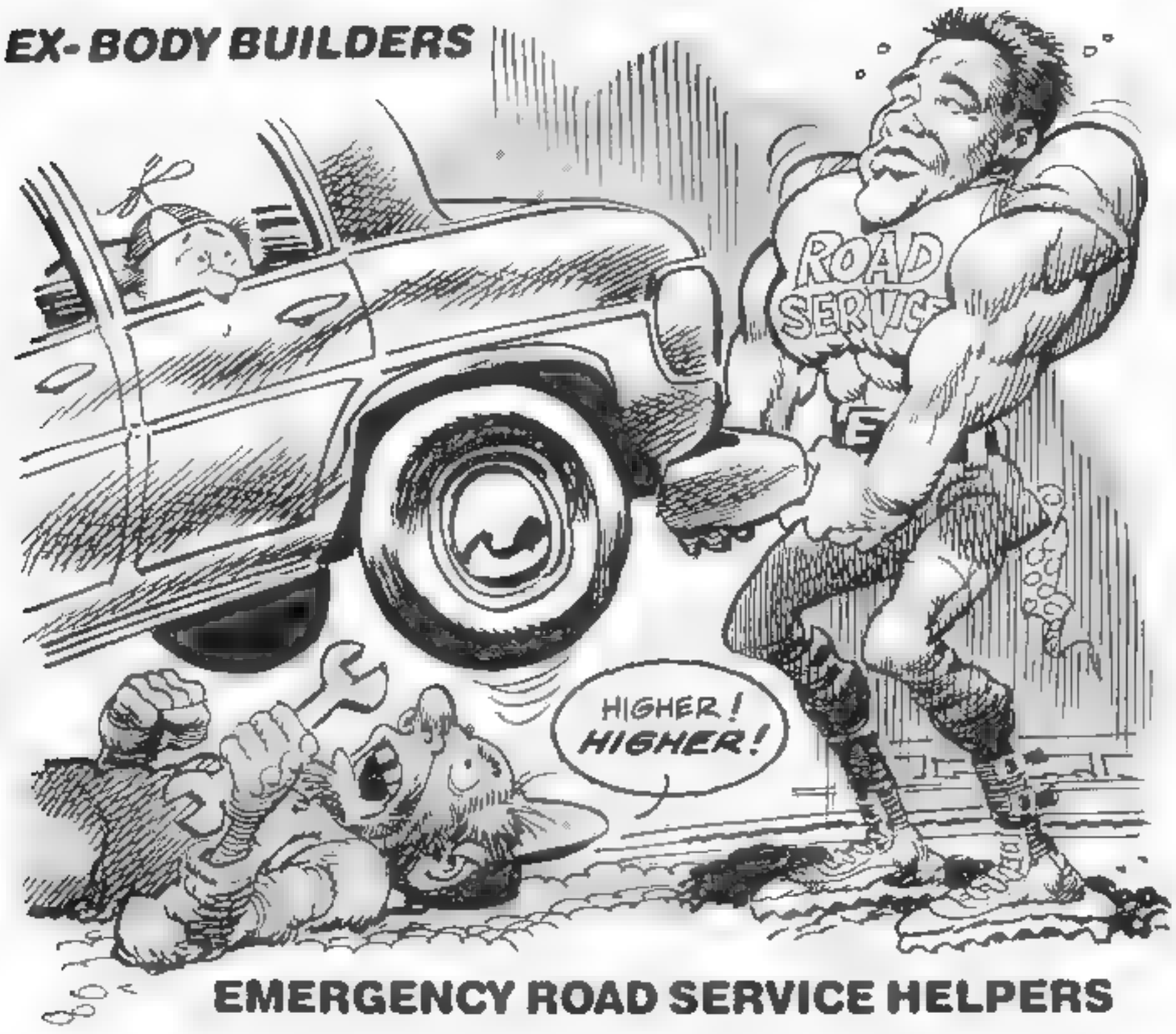
ARTIST· JACK DAVIS

EX-INDY RACERS

SUPERMARKET SHOPPING CART ATTENDANTS

LETES PAST their PRIME

EX-BODY BUILDERS



EMERGENCY ROAD SERVICE HELPERS

EX-KARATE CHAMPIONS

VEG-O-MATIC CHOPPERS

WRITER· PAUL PETER PORGES

EX-BASEBALL MANAGERS

ANT AND MOLE HILL DESTROYERS

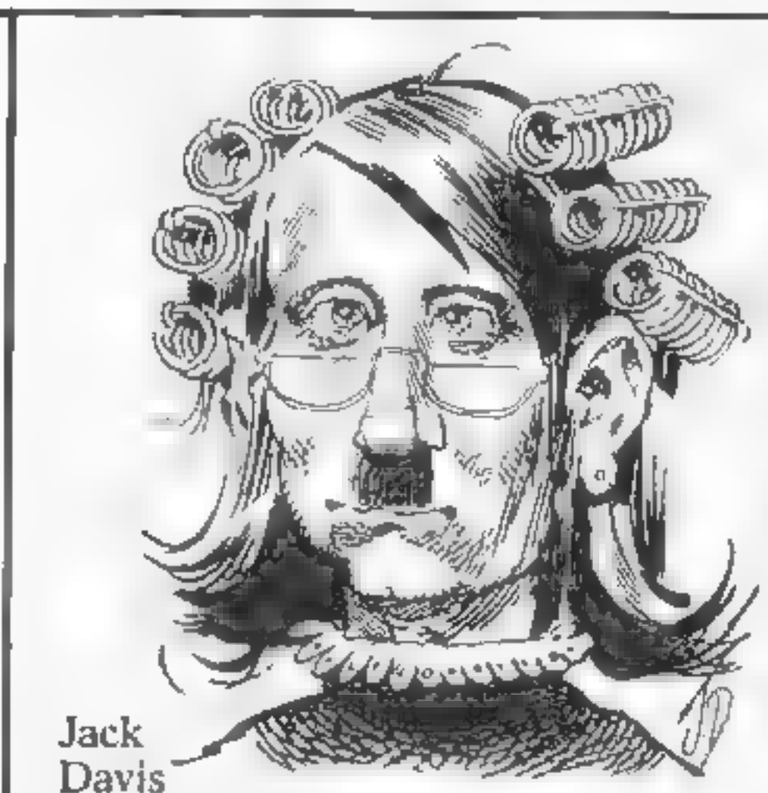
QUICK DRAW GUFFAW DEPARTMENT

There's a popular new board game out called "Pictionary"! A ripoff of TV's "Win, Lose or Draw" (which is a ripoff of the old parlor game "Charades"), a player has 60 seconds to draw something while his teammates try to guess what it is. Anyway, we got to wondering what it would be like to play "Pictionary"

PLAY PICTIONARY W

HITLER'S MOTHER

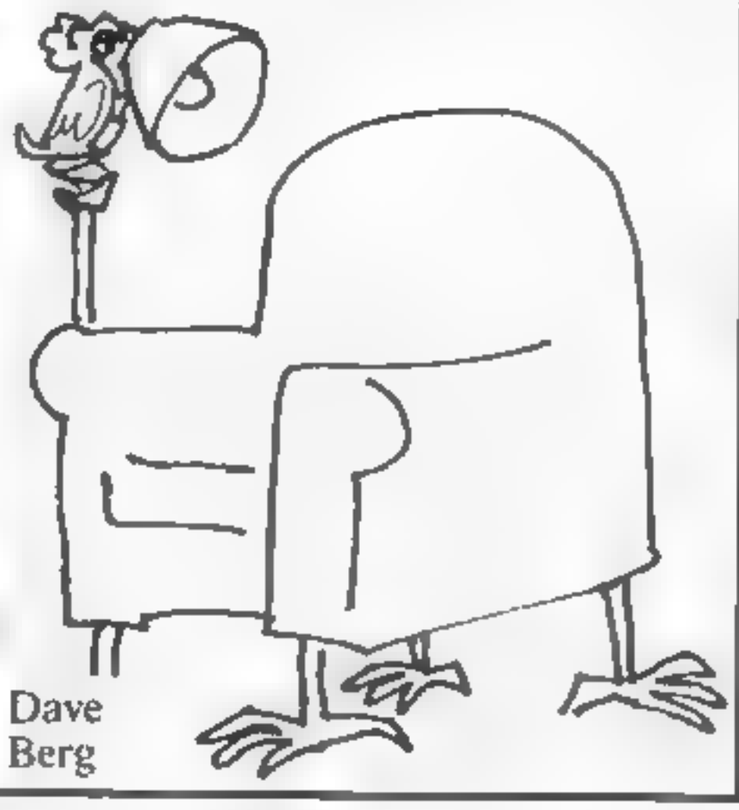
John Caldwell



Jack Davis

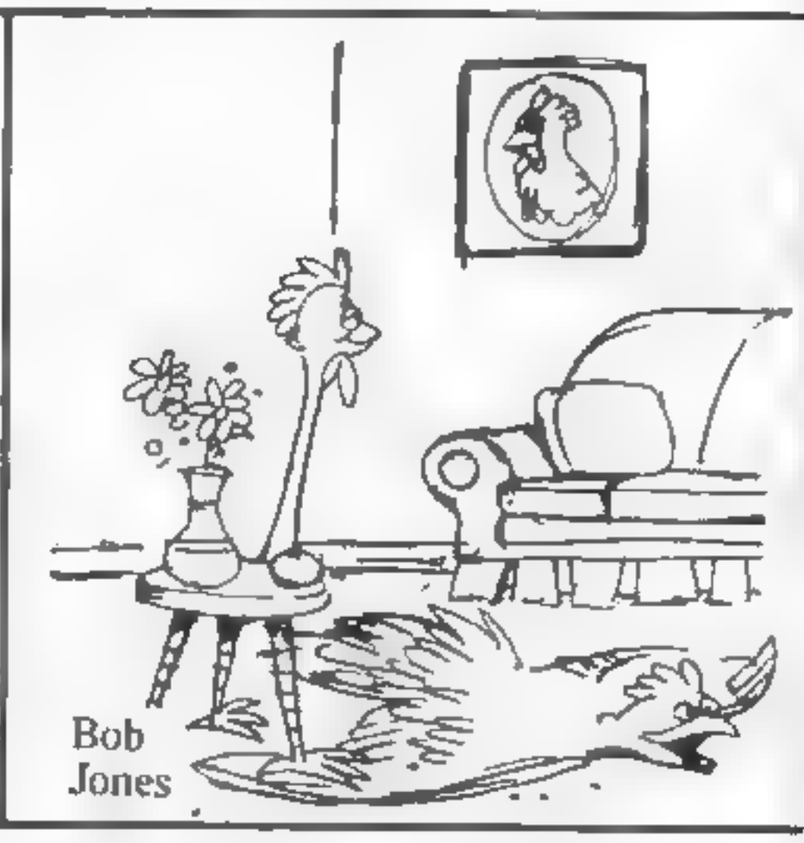
Mort Drucker

FRANK PERDUE'S LIVING ROOM



Dave Berg

Don Edwing



Bob Jones

GLUTTONY

Sergio Aragones

Bob Clarke

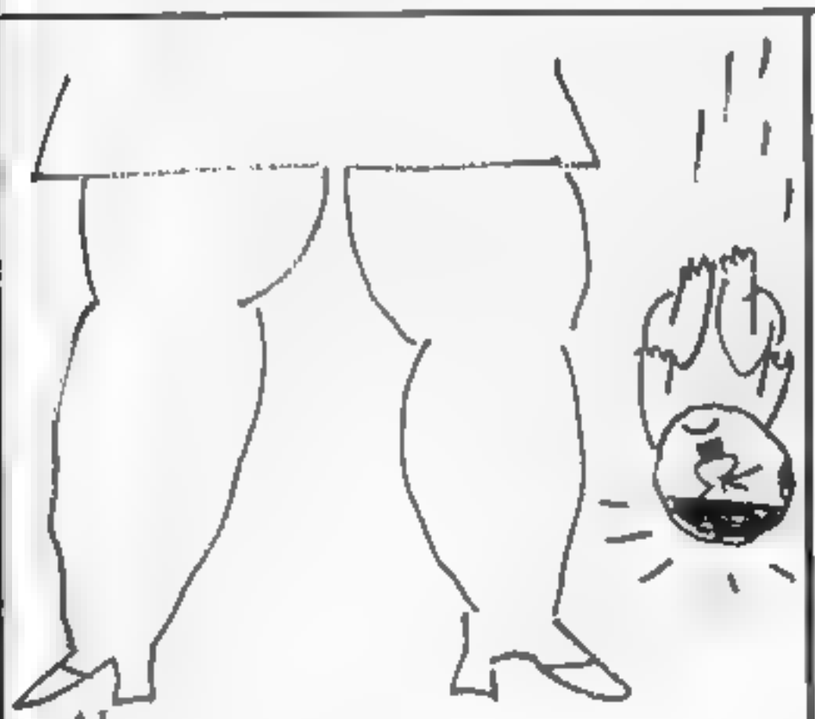
Paul Coker

with some of MAD's so-called "artists" and see how *they* stack up against a 60-second stopwatch! Okay, so it's not such a great idea! But we're stuck with it! Here's :

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used

VITH THE MAD ARTISTS

WRITER: J. PRETE



Al Jaffee

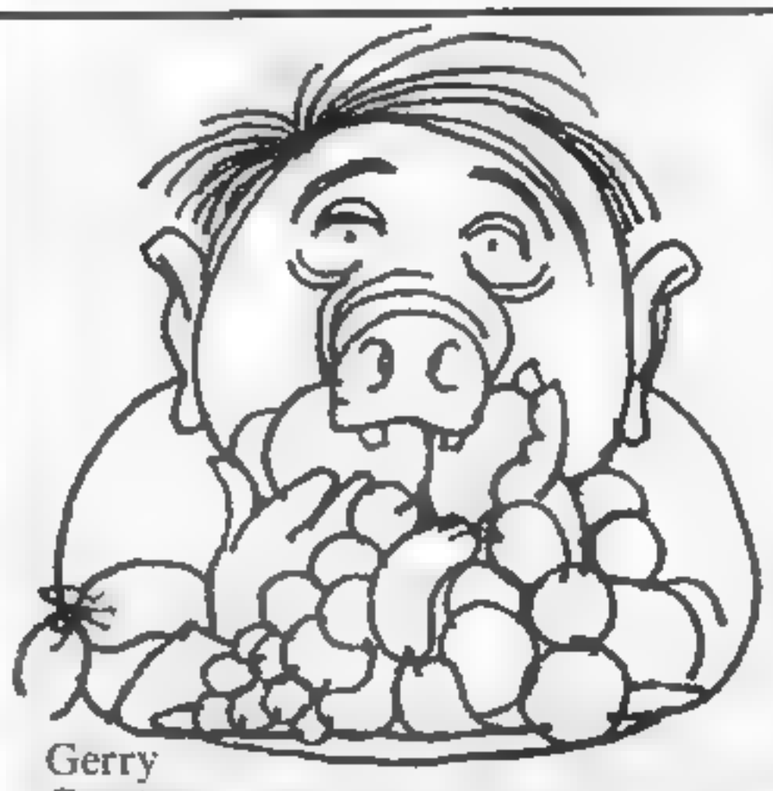
Sam Viviano

George Woodbridge

Harvey Kurtzman

Paul P. Porges

Angelo Torres



Gerry Gersten

Antonio Prohias

Richard Williams

IGNORANCE IS BLITZED DEPARTMENT

Who is the greatest threat to America today? The Sovi
store clerks who are always telling us to "have a nice
misguided well-wishers are undermining the fabric of
out lump of jelly, content to vegetate our life away! W
this moronic urge to enjoy life by taking a cold, hard (

15 REASONS WHY IDIOTS CAN "HA

(1) Floods and droughts are the world's two leading natur

(2) Most convicted axe murde

in their brains suddenly snapped.

make your Driver's Ed. training totally worthless.

of locusts anymore is because poison chemicals sprayed on fa

(5) The majority of beautiful girls hanging out at singles bars

you. The rest have some awful disease.

you could come back as the football coach at Columbia Univ

much money on Mothers Day gifts for their moms are emotion

(8) If you suffer less anxiety t

disease that has deadened your feelings.

imported from countries devoid of health inspectors.

ARTIST: JOHN CALI

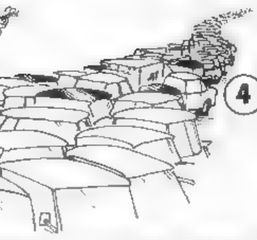
ets? The Iranians? Morning DJs? No! It's all those smiling
day," even though we live in a very un-nice world! These
our lives by trying to turn every one of us into a blissed-
ell, we at MAD think it's time to defend ourselves against
as opposed to a moist, clammy) look at reality. Here's...

' ONLY MINDLESS VE A NICE DAY"

al disasters. One occurs if it rains; the other if it doesn't.

erers were considered as normal as you are until something

(3) By the turn of the century, nationwide gridlock will



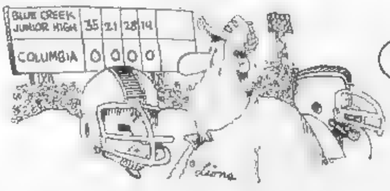
(4) The only reason we don't have plagues

arm crops have killed them all.

are undercover policewomen assigned to entrap weirdos like

(6) If Shirley MacLaine is right about reincarnation,

ersity.



(7) Men who spend too

ally sick—but not as sick as those who don't spend enough.

than you once did, it may be a symptom of a serious nerve

(9) Most of your favorite food delicacies are

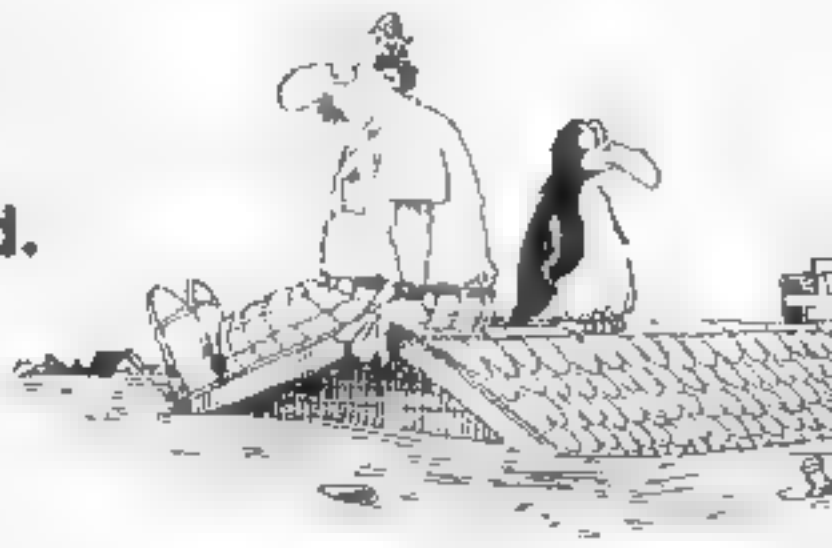
(10) Science is rapidly finding ways to

OWELL WRITER: TOM KOCH

kill off the only viruses that may be controlling the spread of

improved auto locks mean that thieves can no longer ope

(12) A warm, early Spring may be f



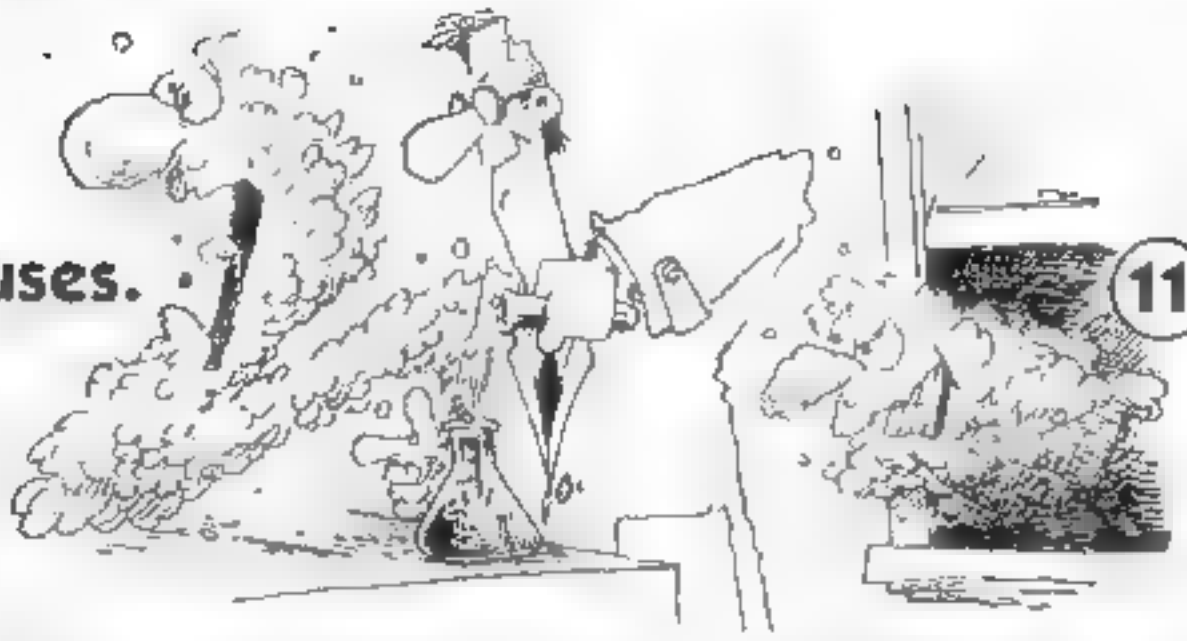
world to a total and permanent flood.

parks are most beneficial to muggers who need new areas fo

you're old enough to read this, your life is at least 15% over.

at work right now growing lima beans, spinach, okra and other

f even worse viruses.



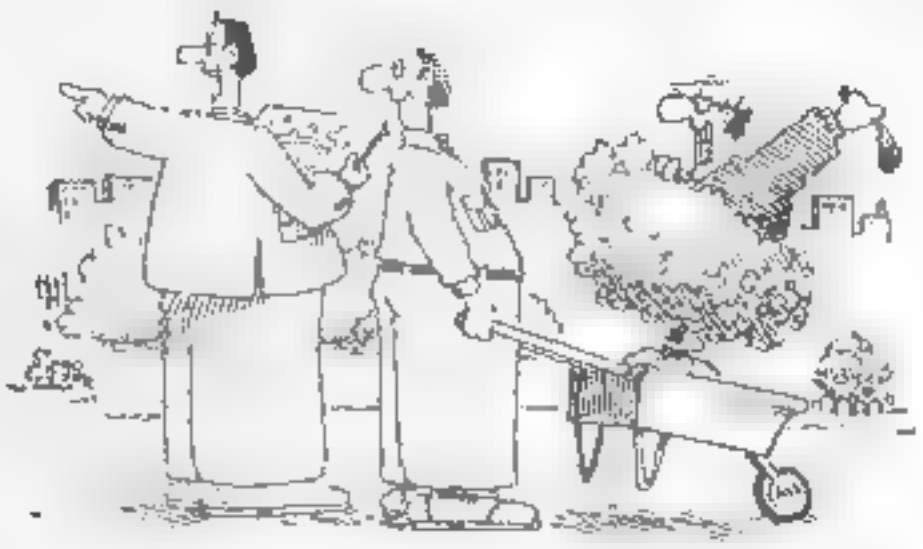
(11) New,

en your door with a coat hanger—and neither can you.

the first sign the Polar Ice Cap is melting, dooming the whole

(13) Programs to convert inner city slums into beautiful

or business expansion.



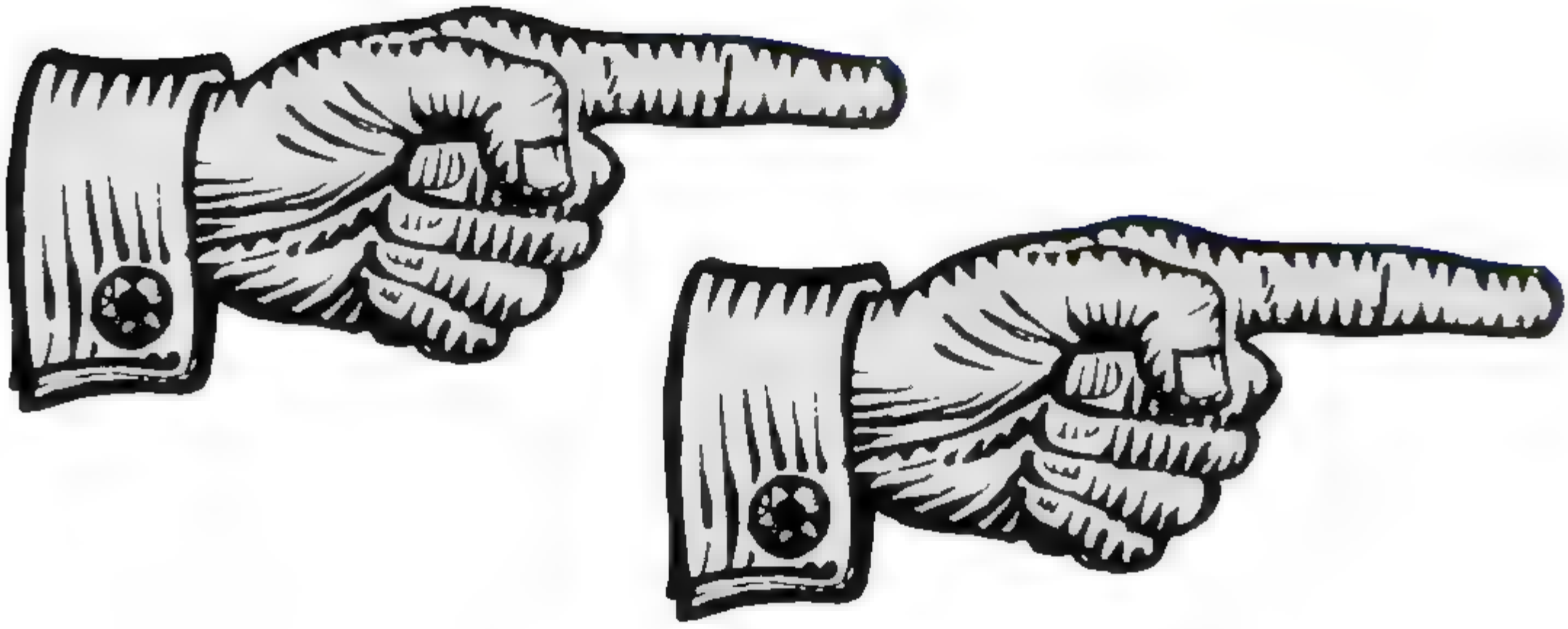
(14) If

(15) At least 400,000 farmers are

vegetables that you hate.

Nothing to see here!

Please skip ahead.



Before this movie satire **begins**, I'd like to take a moment to talk to you about **scientific research** important to all of us **movie-goers** and why we must support it. Of course, I'm talking about the **treatments** and hopefully, the **cures** for the **terrible diseases** people contract from sitting in **disgustingly filthy theaters** like the one **you're** in **now!**

When the **usher** comes down the **aisle**, please **contribute** generously. Even though the odds are **against it**, let's hope **some** of the money he **collects reaches our fund.** Thank you.

THRONE FOR A LOSS DEPARTMENT

NUMBING TO AMERICA

ARTIST: SAM VIVIANO WRITER: STAN HART

The **prince** wants to **defy** me! Why do I **always** have so much **trouble** with my **sons?**

But he only has **one son!** What is he **talking about?**

The **poor dear!** He can never **forget** that he was once **Darth Vader!**

What a **life** your Highness has! You never have to do **anything** for yourself! People **wash, dress,** and **feed** you, and care for **all your needs!** Who else gets treated like that?

Hospital patients in **intensive care!**

YIELD

This picture certainly doesn't show **black people** in a very **favorable light!** Weren't there any **protests?**

Wel , I know that **my group was delighted** with it! And we're **really involved** with **race relations!**

You must be with the **N.A.A.C.P!**

No, the **K.K.K.!**

What's this mov e **about,** anyway?

It's about a **foreigner** who comes to **America** and **innocently** tries to **cope** with our **culture!**

But I already saw **"Crocodile Dundee."** You mean it's another cliched film about a **"fish out of water"?**

Actually it only **smells** that way!

In this film, Eddie tried **something different!** He didn't want to play a character who was **brash** and **smart-assed,** he wanted to be **warm** and **adorable!**

If I wanted **"warm"** and **"adorable,"** I could have hung around a **pet shop** and **saved** myself **six bucks!**

I'm really **impressed** w th Eddie's **social awareness!**

But he portrays Africans as **happy, healthy, semi-savages** when, in fact so many of them are **starving!** So what is it about his **social awareness** that **impresses** you?

That **he doesn't have any** at all!

SAM VIVIANO

Isn't this a clever way of showing our athletic ability?

You mean, the way we fight?

No! The way we're filmed! By doing long shots, nobody can tell we're not Eddie Murphy and Arsenio Hall!

Well, my son, I have chosen a suitable bride for you!

I do not want to marry! I'm not ready for it!

I understand! You need your bachelor fling! All right, we'll postpone the wedding for 30 days so you can go to New York and have all the wild, pre-marital sex you want! By the end of the month, you'll return home and marry the woman I have selected!

If he follows his father's advice, by the end of 30 days he'll also have 30 incurable diseases!

SAFETY MATCHES

We are new to New York City! Tell me, my friend, is this a safe place?

Sure pal, if you follow three simple rules! One: Never go out at night. Two: Go out in the daytime only if you absolutely have to. Three: If you ever do go out, run fast! Other than that, no sweat!

Lawdy, lawdy! We'se done got us a new customer!

Well shut ma mouth, if dat ain't a fact!

Tell me, good sirs, do you cut hair in this establishment?

What you think we se doin here, boy?

Rehearsing your parts in the new "Amos and Andy Show!"

Listen, don't get mad, boobie! See? The offensive black stereotype is balanced with just as offensive a Jewish stereotype! The director's an equal opportunity offender! Besides, he's a WASP, so what does he care?

Look at that lovely creature! Those bewitching eyes, those luscious lips..

...Yes, yes... that silken hair, that sexy smile...

... those inviting arms, those soft hands...

that wild bod.. that great mustache..

Mustache? She doesn't have a mustache!

So who's talking about her?

I know you got the job here to stay close to her, but what am I getting out of mopping these damn floors for a lousy minimum wage?

I need you to pal around with—this is a "Male Buddy Bonding" type film!

Some bonding! You only know her two days and give her diamond earrings! After all these years, all I ever got was a cheap, rhinestone brooch!

I'll relieve you of that, thank you!

Gee, I'm surprised that they filmed this fight sequence in normal speed and not in slow motion like they do in most action films!

It's a change of pace!

A change of pace? What do you mean by that?

Everything else in this movie is in slow motion!

I can't believe how many promos for McDonald's are in this movie! They must have paid a fortune for all these plugs!

Are you kidding or what? This movie is so dull, it was Burger King who paid a fortune—to keep their name out of it!

McDUNKLES

TRY OUR

Are you going to marry the man your father chose for you?

No! I don't want to marry a rich guy!

How about someone like me who was a goat herder in Africa?

Of course! Because here in America you can start at the bottom and become anything you want to be—a Park Avenue doctor, a Wall Street lawyer—anything!

Could I be a Beverly Hills cop?

Why would you want to be that?

Happy, darling?

That we're so much in love?

This is like a fantasy! I can't believe it!

No! That a white New York taxi driver stopped to pick up two black passengers!

TAXI

•RATES•

$100.00 FIRST ¼ 100 Mile

My son is not a goat herder! He is a prince!

Then I can't marry him! I want someone who's poor, someone I can live with in a dismal slum, someone I can starve with, someone who can deny me the basic comforts of life!

Obviously, you are an incurable romantic!

No, your Highness! She's an incurable putz!

The poor girl is so upset, she is about to do something terrible! She is about to commit suicide!

By throwing herself underneath a subway train?

No, by going inside a subway train! At night, the only subway riders are either muggers or victims!

I want to take you back to my kingdom and marry you!

No, because you're rich and one day you will be the king!

But I'm so goofy that within a few years, I'll completely bankrupt the country!

Promises, promises! I've heard that kind of smooth talk before, buster!

Millions of black people the world over have been waiting very patiently for the prince!

To get married?

No! To get funny!

I understand that the end of the film comes as a surprise to the audience!

Yeah! They were starting to think it would never end!

PALACE OF ZAMUNDA ZOO

Don't be unhappy, my son! I agree that you should marry one who will love you for your mind as well as your body and have chosen the perfect mate for you!

I forgive you about the earrings, sweets!

STEREOTYPE BARBER: *EDDIE MURPHY*

STEREOTYPE JEW: *EDDIE MURPHY*

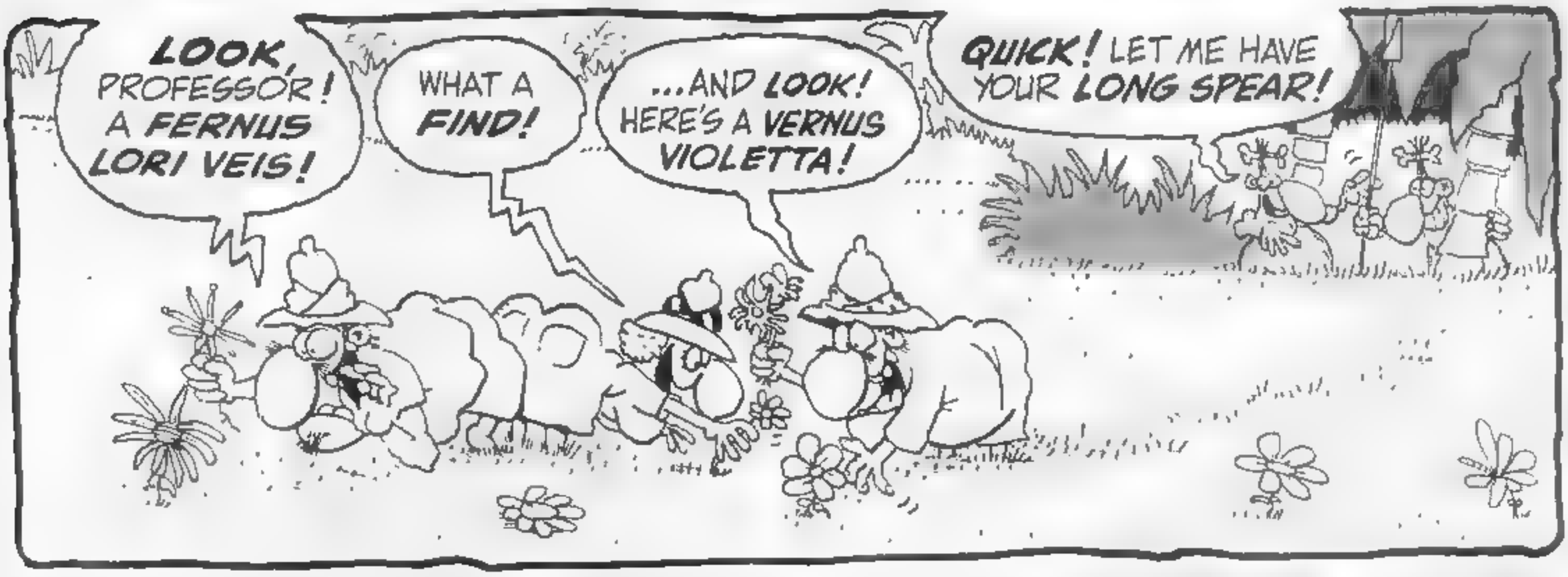
[illegible] ROCK SINGER: *EDDIE MURPHY*

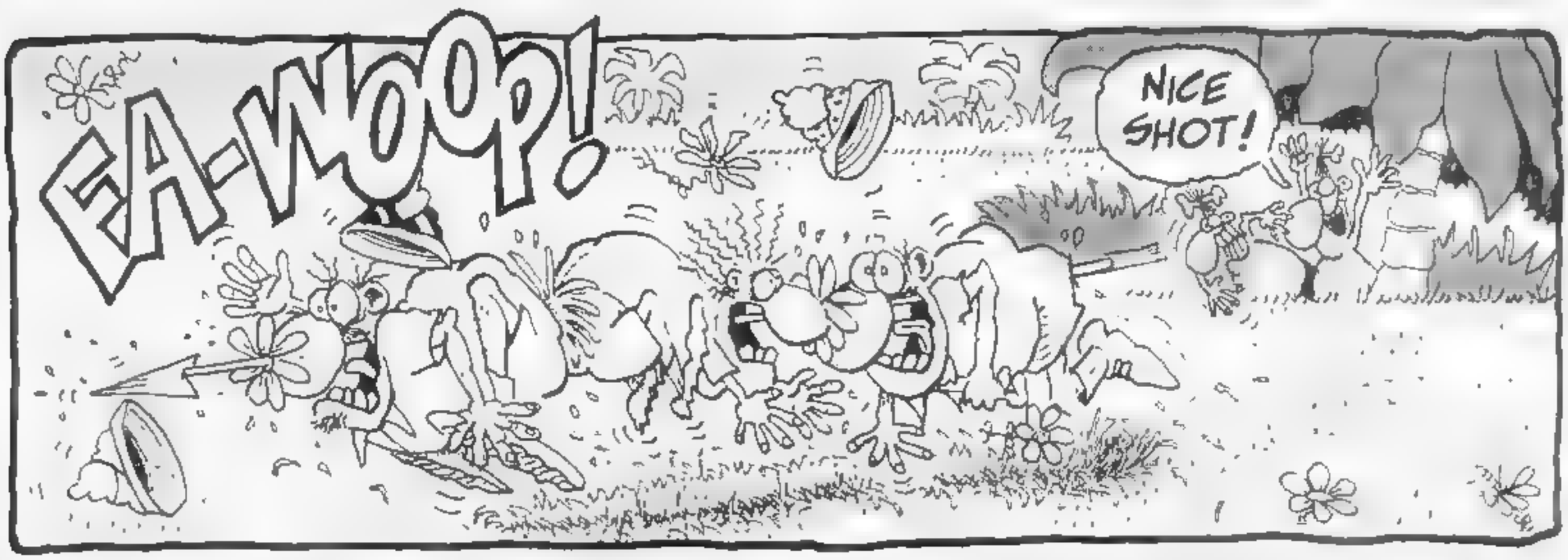
I don't believe it! That's absolutely amazing!

That those roles were all played by Eddie Murphy?

No! That the most interesting part of the movie is the closing credits!

THE COCKAMAMIE CONGO COOKOUT





CLAUS AND EFFECT DEPARTMENT

THE MAD PEOPLE WATCHER'S GUIDE TO A SHOPPING MALL AT CHRISTMAS

ARTIST: SERGIO ARAGONES WRITER: MIKE SNIDER

Refuses to believe grandchildren don't want underwear for Christmas

CREDIT ACCOUNTING PERSONNEL

"Nonchalantly" leading her boyfriend past **Mink Shoppe** window for the **14th time.**

Is positive Dad will let him use the Def Leppard a bum he's buying him

Ran out of gift ideas joining "March of the Totally Stumped" to Hickory Farms of Ohio.

All know the truth about **Santa**; just **humoring** their parents.

DIRECTORY

GIFTS
House of Garfield Merchandise
Tackyland
Ye Overpriced Shoppe
Gag 'N' Gross
Velcro World
Wicks 'N' Cheese

CLOTHING
Just Shorts
Pre-Owned Shoes
Ed's House of Polyester

RECORDS
No-Discount Music
Poor Selection Records & Tapes

Exchanging the "gag gift" he bought for a co-worker who just gave him something nice

Just spent January and February rent money; now working on March

Still has RUN-D M.C. version of "Silent Night" ringing in her ears from record-store visit

Fed up with Christmas; converting to Buddhism right after New Year's

Just here getting her K-mart presents gift-wrapped at Saks.

Thinks women rea ly want guys to look up their dresses—or they wouldn't r de escalators

Giving everyone nose jewelry this year

DIRECTORY

FOOD STANDS
Salmonella Sam's
Carbohydrate Castle
Two Guys without Green Cards
The Dried-Out Potato
Ahmet's Islamic Taffy
Sir Puffy's Family Restaurant
Unidentified Fried Things

BOOKS
Book Town
Book City
Book World
Erma Bombeck Books

THEATERS
Sixplex Miniscule Cinema

ROCK

How was the rock concert last night Christopher?
I said, how was the rock concert last night?
Huh? Did you say something?
How was the rock concert last night?
Great! A little loud maybe

BERG'S-EYE VIEW DEPT.

THE LIGHTE

COMMUNICATIONS

What's going on here, Jill? I've never seen your sloppy room this sloppy!
I haven't called any of my friends all day!
I can't find my cordless phone!

IMAGES

Here, Caro have some chicken!
Well, can you beat that! There's a picture of Col. Sanders on the bucket!
So, what about it?
I didn't even know he was missing!
Kentucky

R SIDE OF...

ARTIST & WRITER
DAVE BERG

MARATHONS

CORRESPONDENCE

PLANNING AHEAD

Dad, wi you help me w th my homework?
I don't know f I should be doing that anymore
..when you become a father someday how are you going to help your kid?

DIETS

FINANCES

Kroul, I ve got great news for you! You're about to come into some big bucks!
No fooling! That is good news!
The company has decided to increase your severance pay!

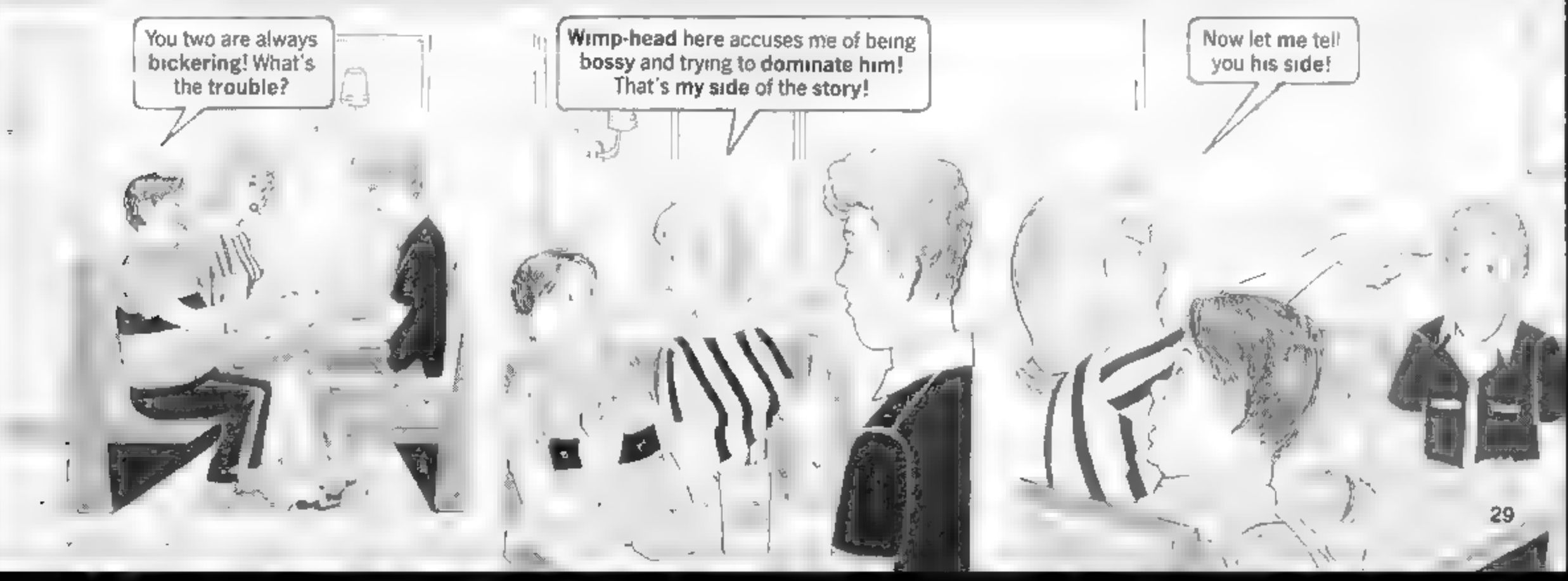
TELEVISION

Mom, how come you and your friends watch so many soap operas?
Because they're all so true to life!
If they're so true to life, how come the characters on the soap operas never watch soap operas?

EXHAUSTION

I made this one up myself! I call it the "Only Eat What I Can Afford" diet!
I've got a really bad case of insomnia!
Worse than mine?
Mine is so bad I can't even fall asleep when it's time to get up!

CONTROL

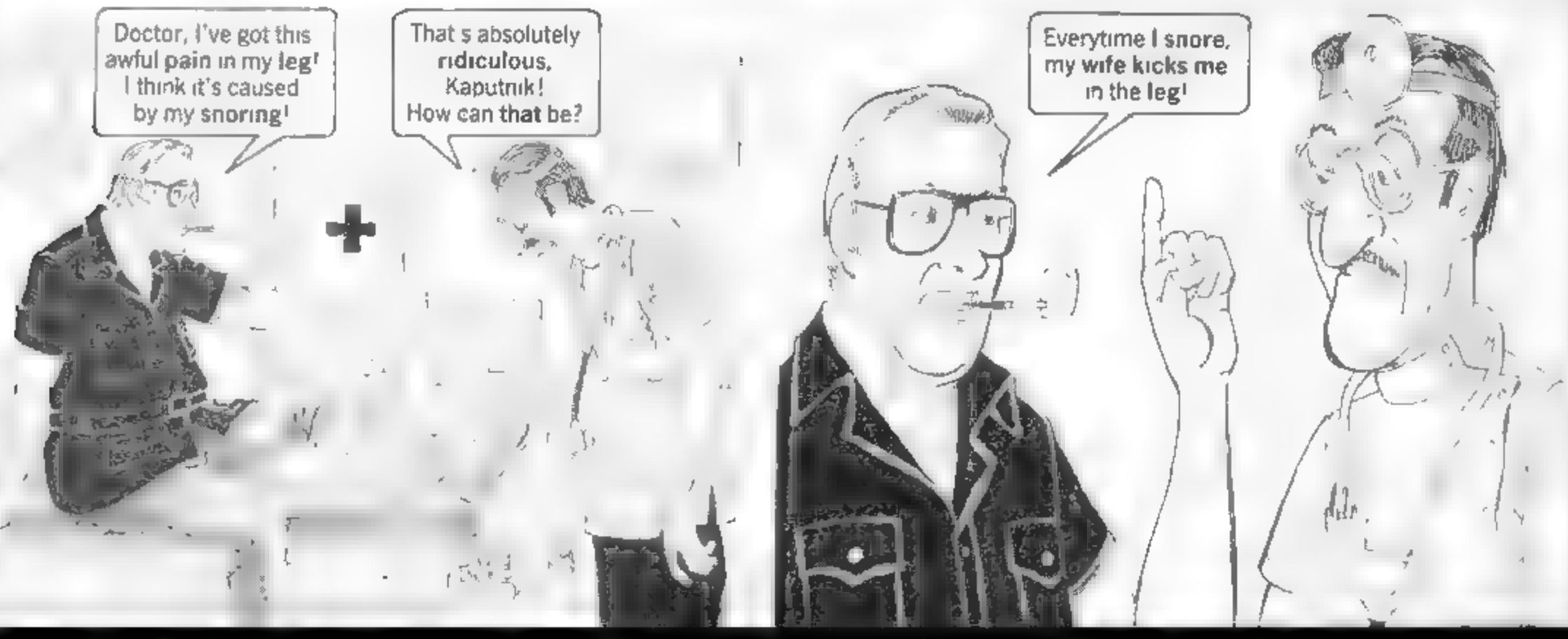

You two are always bickering! What's the trouble?
Wimp-head here accuses me of being bossy and trying to dominate him! That's my side of the story!
Now let me tell you his side!

CARS

SENIORS

Honey-doll, would you please bring me a nice, tall glass of ice tea?
Gee, Grandpa, I think it's so romantic that after all these years you still call Granny, "Honey-doll"!
To tell the truth, I keep forgetting her first name!

DOCTORS


Doctor, I've got this awful pain in my leg! I think it's caused by my snoring!
That s absolutely ridiculous, Kaputnik! How can that be?
Everytime I snore, my wife kicks me in the leg!

STAT'S ENTERTAINMENT! DEPARTMENT

"Demographics" is a fancy word TV networks and ad men use to describe who's watching what on television. Demographics provide a statistical breakdown of an audience by age, sex, income level, buying habits and other factors. Demographics, in our opinion, are useless, because they don't break down audiences according to the reasons they're *really* watching a specific show! Demographics is the word we've been using to begin every sentence of this introduction with! Demographics, however, is the *third* word of the title of this article, which we call ..

THE REAL DEMOGRAPHICS OF VARIOUS TV AUDIENCES

ARTIST: BOB CLARKE WRITER: MIKE SNIDER

THE TYPICAL *TODAY SHOW* AUDIENCE

59%
VCR owners waiting for their tape of last night's Carson and Letterman shows to rewind

14%
Ex-*CBS Morning Show* hosts

11%
Rock musicians just coming down off their drugs

8%
People who like complex social issues boiled down into 1½-minute segments

6%
Day workers watching Dr. Art Ulene for the latest trendy disease to call in sick with

1%
Women about to drop dead from excitement when Willard Scott announces their 100th birthday on the air

1%
People still asleep who thought they were turning on the microwave

THE TYPICAL *DAYS AND NIGHTS OF MOLLY DODD* AUDIENCE

67%
TV Critics

12%
Regular viewers of whatever show the network "bumped" that week to try out a new time-slot

10%
Guys who have been hooked on Blair Brown since her nude scenes in the movie ***Altered States***

6%
Flashback and "fantasy-sequence" fanatics

3%
Divorced, unstable and insecure women trying to convince themselves that they're normal

2%
People who've waited years for another funny elevator operator to show up on TV

THE TYPICAL *FAMILY TIES* AUDIENCE

27%
Pudgy blonde girls who don't talk much

22%
Ex-*Cosby Show* viewers who want slightly less preaching" in their sitcoms

19%
Mallory wanna-be s

17%
Skippy wanna-be's

13%
Childless couples looking for good reasons to stay childless

2%
Thu" devotees

THE TYPICAL *MIAMI*

39%
Drug dealers seeking current fashion tips

26%
Yuppie airheads seeking current fashion tips

THE TYPICAL *FACTS OF LIFE* AUDIENCE

37%
Other unsuccessful dieters

29%
People who haven't seen the old sitcoms these jokes were lifted from

11%
Girls with nicknames that make "Tootie seem dignified

10%
Folks who haven't noticed that these girls have been going to school for 10 years

7%
Cellulite freaks

6%
TV viewers who think most sitcoms don t use their laugh-tracks enough

THE TYPICAL *DA*

24%
People who used to watch *Dynasty* before that cheap Moldavia" stunt

19%
Horny college guys hoping for a glimpse of Victoria Principal s thighs

18%
Upwardly mobile corporate back stabbers looking for pointers

15%
Total losers who look up to Cliff Barnes

THE TYPICAL *PHIL DONAHUE* AUDIENCE

34%
Surrogate mothers

20%
Neurotics catching up on problems they don t know they have yet

18%
Guys with a thing for fat, dumpy housewives spouting clichés in studio audiences

12%
Women who love too much

10%
Men afraid of expressing their feminine side

4%
People who enjoy interrupting others

2%
People sick of game shows and soaps who never thought of turning off the TV

THE TYPICAL *THIRTY*

99%
Yuppies

VICE AUDIENCE

17%
Car-crash junkies

12%
People with the ability to tolerate Don Johnson

6%
Real vice cops laughing their heads off

THE TYPICAL *LATE NIGHT WITH DAVID LETTERMAN* AUDIENCE

56%
People whose TVs are stil tuned to NBC because they fell asleep after Johnny Carson's monologue

15%
Muggers and burglars getting ready for work

12%
Sleep-deprived night-shift workers who'll laugh at anythin.

8%
St.pid pets

8%
Other talk show hosts wondering how this jerk got to be so big

1%
NBC lawyers

LLAS AUDIENCE

12%
Dowdy housewives who regard Miss Ellie as a "fashion goddess

8%
Militant anti-smokers who'll watch anything Larry Hagman is on

4%
Teenage guys pretending to be great *Dallas* fans so they won't have to admit they can't get a Friday-night date

THE TYPICAL *ALF* AUDIENCE

41%
Near-sighted *Webster* viewers wondering why Emmanuel Lewis got so hairy

35%
Apprentice Muppeteers

9%
Members of the ASPCA (American Society for the Prevention of Ingestion of Cats)

8%
Child actors wondering if they'd be better off emulating Brian or Alf

7%
Toy and doll makers wondering what they can license Alf as next

SOMETHING AUDIENCE

1%
Stand-up comics working on Yuppie material

44%
Corporate executives worried that Mike Wallace has "found them out"

32%
Football fans too drunk to get up to change the channel after the CBS Game of the Week

THE TYPICAL *60 MINUTES* AUDIENCE

13%
People who mistakenly believe Andy Rooney is funny

8%
Nerdy guys who think they'd stand a real shot with Diane Sawyer if the lighting was "just right.

3%
Morley Safer groupies

EVERY STORY HAS IMMORAL DEPARTMENT

You know what gets our dander up? The fact that so
We're also bothered by the fact that every front p
with stories about unethical behavior in politics,
and moral folks at MAD are worried that it won't
light except sleazy crooks and corrupt con men! He

WHEN SCANDA TAKE OVER

ARTIST: AL JAFFEE

"All the News You'd Rather Not Read"

The Daily

VOL. MCBOLLIX...No. 47,356 FRID

Both Teams Try to Throw NCAA

WHEELING, WV -In what first appeared to be a great defensive battle, Western South Dakota won the NCAA basketball championship last night by defeating Southern West Virginia, 1-0. It was later discovered that the low score occurred because both teams had accepted large bribes from professional gamblers to lose the game.

Dakota's Slats McGoon, who sank the winning free throw by accident, was dragged from the locker room by thugs after the game. Local police officials (who are currently under indictment for being on the mob's payroll) say they have no plans to launch a massive hunt for McGoon or the large black sedan witnesses say a group of four dark-suited men dragged his unconscious body into following a brief, subdued and very quiet victory celebration in Western South Dakota's locker room. (See THUGS on p. 97)

Western South Dakota Forward Slats McGoon shown follow

Undetected Prune Juice May Have Aided Runner

DETROIT, MI.–Track star Eammon Swiftling, who ran the mile in three minutes flat at yesterday's Millstone Games, may simply have been making a mad dash for the men's room when he clocked the record time. A partially empty bottle of prune juice was later found in Swiftling's locker.

An A.A.U. official said that all runners are tested for drugs and steroids, but not for "natural" foods or beverages such as prune juice. The official declined to comment on another report that Burl Floomis, who long-jumped an amazing 31 feet at the games, may have been aided by crushed jalapeño peppers concealed inside his shorts.

Suspected runner Eammon Swiftling, immediately following record-breaking three-minute mile at the Millstone Games.

Rock S to Afri

LOS ANGELES, 83 richest rock mus a joint statement ac used an Ethiopian f as a front for shipp toxic waste to Afric

The famed hun they originally plan the starving, but c temptation to subs after receiving a l ment from the An Goop Co. The music

POR VOT

Movie produce Oscar for best p

HOLLYWOOD, C ing firm of Lice-Wa launched a study of voting procedures, fo rable Oscar night in porno flick "Depravi Twirlers" took top ho

The film was name the year, in addit Oscars for Best C though nobody in th and Best Script Wri Three-Hole Looselea believed to be the

1981 EXAM CHEATING BLAMED FOR PILOT GOOF

SHAW AFB, SC. Cheating on the 1981 final exams at the U.S. Air Force Academy was the apparent cause of a recent mistaken delivery of Nicaraguan military supplies to northern Canada.

An investigating official, Gen. Bradley Omar, said that all the pilots on the mission earned their wings after passing Geography 101 with stolen test answers. As a result, they thought that Nicaragua was somewhere near the North Pole.

The general, who confided that he also cheated on exams to graduate from the Academy after failing as a supermarket bag boy in civilian life, (See CHEAT on p. 145)

TV Station Bribed Viewers to Watch

SHEDLOW, NB.–Officials of local TV station WTTT today revealed that they were able to triple their ratings by paying bribes to families that participate in the Nielsen Ratings survey. Said Station Manager and former embezzler Boobing Tuber, "We decided to take a direct approach after we found that no amount of legitimate promotion would make the public watch our junky programs."

The ratings people became suspicious of the latest survey results when WTTT beat out "The Cosby Show" and "A Different World" with a rerun of "Seahunt" that Lloyd Bridges didn't even appear in.

Nielsen officials said they would let the results stand, however, after they were seen leaving a meeting with Tuber carrying several large satchels filled with what appeared to be cash.

few people know the meaning of the word dander! age or TV newscast we see these days is littered sports, religion and business. We honest, decent be too long until there's nobody left in the spot- re's what a typical daily newspaper may look like...

LS COMPLETELY THE NEWS

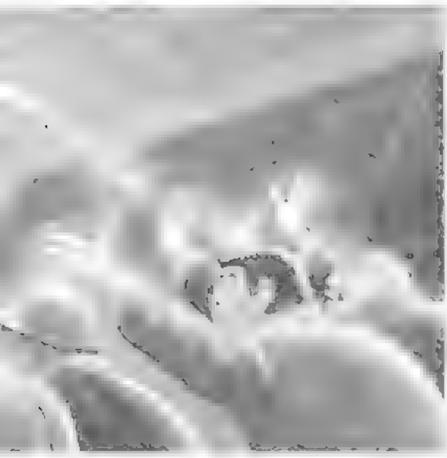
WRITER: TOM KOCH

y Scandal

Today's Weather: Under investigation.

AY, NOVEMBER 4, 1997 50 CENTS

A Basketball Final



ing last night's 1-0 victory over Southern West Virginia

Stars Ship Toxic Waste can Famine Victims

CA.–The nation's icians have issued dmitting that they famine relief drive ing 40,000 tons of a.

anitarians said nned to fly food to couldn't resist the titute acid sludge ruge illegal pay- erican Chemical ians said they will atone for their misdeed by recording a new song, "We Are the Worst," and dropping the money earned from the record's sales into a Third World country to be chosen at random.

Confidential sources, however, report that plans are already underway to filter the projected several million dollars in royalties from "We Are the Worst" through a secret Swiss bank account at the Zermatt National Bank in order to fund the illegal opera- (See SCAM on p. 102)

NO FILM WINS OSCARS; TING PROBE PLANNED

r Lowe Lee Wormser and friend accepting the icture at last night's Academy Awards ceremony.

A.–The account- atermouse today Academy Award llowing a memo- which the sleazy ed Dallas Baton nors ed Best Picture of ion to winning ostumes (even e film wore any tten in Pencil on f Paper. It is also only film shot entirely on VHS to ever win an Academy Award

Producer Lowe Lee Wormser denied actually bribing Academy members to vote for his picture, but he did admit spending $600,000 on "promotion expenses," which was $585,000 more than the total cost of making the movie.

Wormser, the former Wall St. stockbroker, is best remembered for being found guilty of jury tampering in his 1986 insider trading trial, which involved extortion, bribery and robbery.

MOB SCUZBAG NOMINATED TO SUPREME COURT

WASHINGTON, DC–Joseph ("Sewer Rat") Gumbo was today named the new Chief Justice of the Supreme Court, adding fuel to rumors that organized crime has succeeded in buying off a number of key government officials.

The reports of favoritism were heatedly denied by White House Press Secretary Antonio ("Tubby Tony") Sherezky, in his first press briefing since being paroled from Leavenworth. Said Sherezky, "Mr. Gumbo will make a helluva good judge on account of he don't take no lip off shyster lawyers, some of which will wind up with broken knee caps if they try to (See CORRUPT on p. 99)

New Supreme Court Chief Justice Joseph Gumbo.

Spaced-Out Cops Wound Each Other in Drug Bust

DALLAS, TX.–Two local police officers who were both later found to be high on cocaine shot each other by accident last night while attempting to raid the warehouse of a drug pusher.

Members of an assigned backup unit were unable to supply details, explaining that excessive pot smoking had caused them to show up at the wrong address. It is still unknown whether the officers had planned to sell the cocaine to other corrupt civil servants or keep it for themselves, but it is generally agreed that they were *not* going to turn it in at the precinct house.

The city's police chief, Victor Lately, said he will order a full investigation as soon as he is released from jail. The chief was recently sentenced to six months for drunken driving after he careened through a bicycle rack at Central High School, where he was scheduled to give a lecture on good citizenship.

ONLY WHEN YOU

...does your student advisor have domestic problems!

...do they have management problems!

ARTIST AND WRITER: PAUL PETER PORGES

...do they start maintenance on your elevators!

...must the supermarket cashier insert a new roll of register tape!

'RE IN A HURRY...

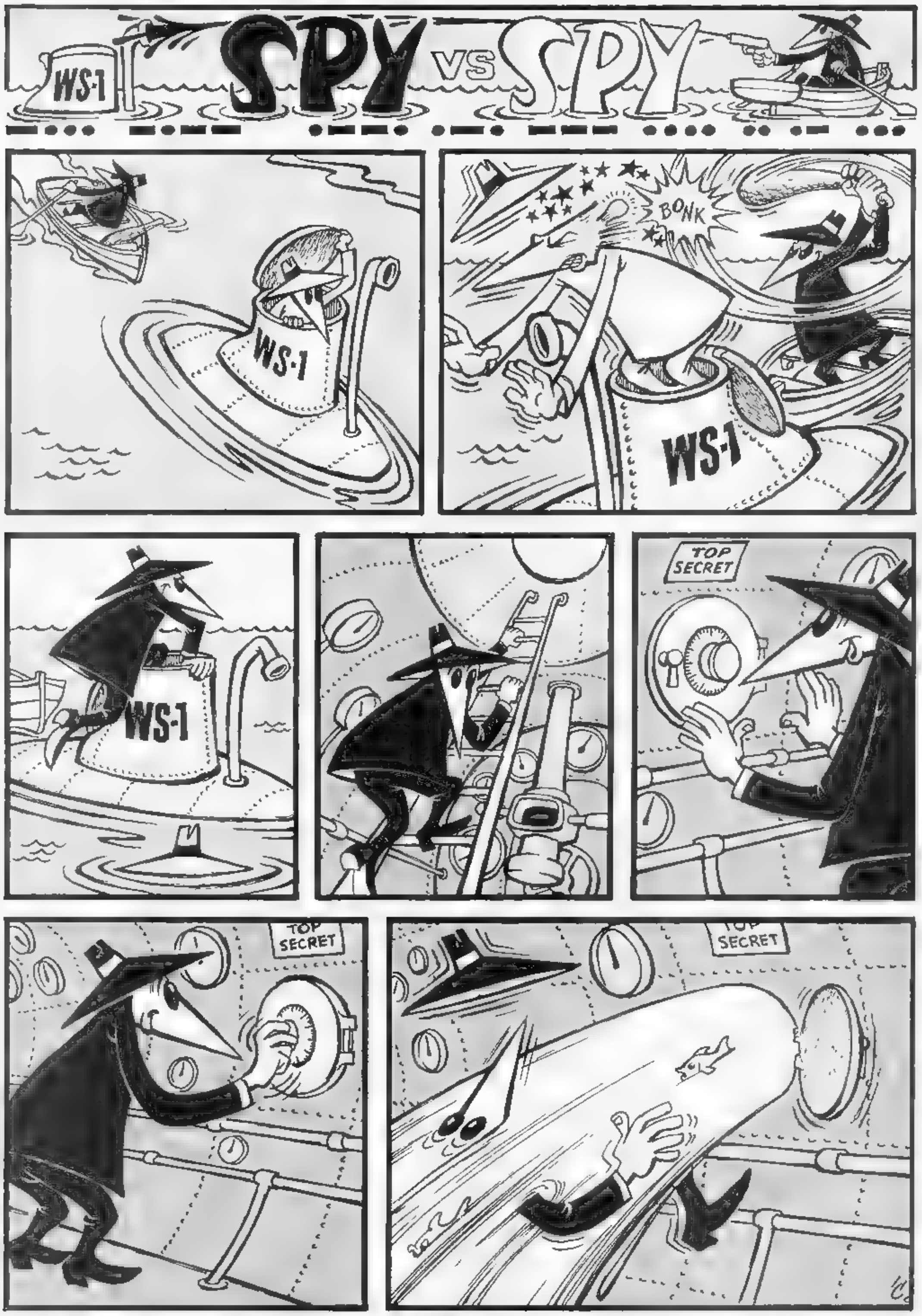
...is your breakfast piping hot!

...do they break in new help!

...does your rich uncle call you long distance!

...do you have to wait for a salesman to finish checking out his orders!

LET ME GET THIS STRAIGHT-- S THAT 48 GROSS AT $60 OR 60 GROSS AT $48? OKAY! NOW, LISTEN SWEETIE, IS THAT MODEL #5, SIZE 6 OR MODEL #6 SIZE 5?
PORGES


SPY vs SPY
WS-1
BONK
TOP SECRET

SPECIAL ADVERTISING SUPPLEMENT TO MAD

THE LAST RESORT

The Newsletter for Desperate Singles

DIALING PHONE NUMBERS AT RANDOM
A good way to meet Mr. Right?

LOCATING ILLEGAL ALIENS WHO WANT TO GET MARRIED NOW!

Kidnapping Reconsidered

Dating the Comatose: "At Least They're Good Listeners!"

GETTING DATES IN FOOTBALL STADIUMS Our Expert Reveals How

Advertisement

When you want to be happy that no one cares about you...

SONGS FOR SINGLES

Listening to love songs when you're home alone on a Friday night can be pretty depressing, right? Not any more! Now there's *Songs for Singles*, a deluxe 4-record set of love songs specially re-written for singles!

Enjoy These Self-Centered Hits

I Just Called to Say I Love Me — *Stevie Wonder* • I Light Up My Life — *Debbie Boone* • I Just Can't Stop Loving Me — *Michael Jackson* • *plus* that chart-busting golden oldie, I Got Me, Babe!

To Order

Send $29.95 to
SOLO MUSIC
Box 45, Allbymyself, PA
(Allow 60 to 80 weeks for delivery)

HOW TO WRITE A PERSONAL AD

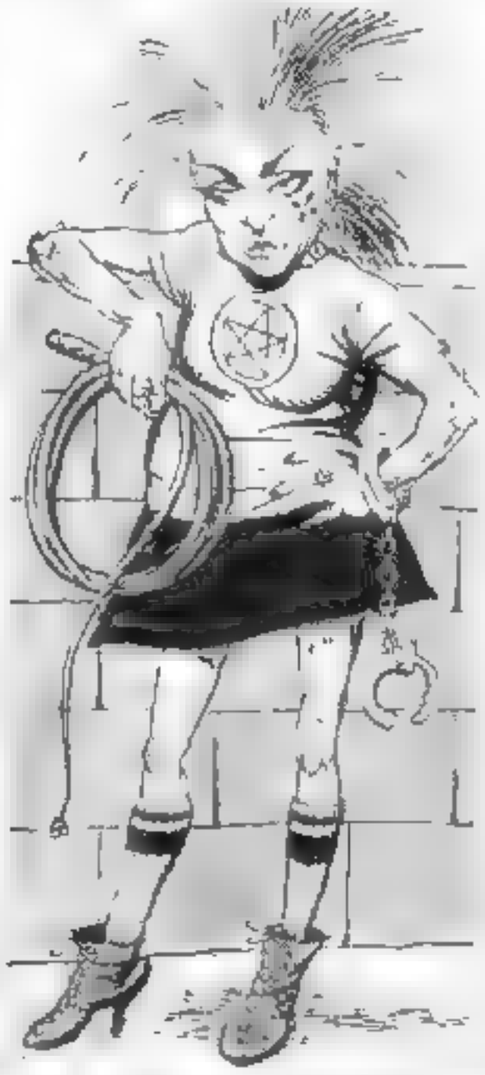
Trying to attract a partner by placing a personal ad can be tricky. While honesty is the best policy, if you describe yourself too accurately, odds are no one will want to meet a loser like you. The following feature demonstrates how the creative use of words and phrases can make the painful reality of your empty life sound attractive and exciting!

THIS IS ED STICKYSTUFF, a retired egg maintenance man from Warwick, Vermont. Recently he sent us the following personal ad:

> **Bed-ridden gentleman,** 59, killed my first spouse, look like a horse, suffer from narcolepsy, seeking lady who thinks women shouldn't be allowed to vote, 35-50, to wait on me hand and foot. BOX LR25

Pretty repulsive, huh! But after changing a few key words, Ed's ad now makes him sound like a pretty appealing guy!

> **Mature gentleman,** 59, widower, stable, with dreamy personality, seeking lady with traditional values, 35-50, for good times together. BOX LR25.



MILDRED THICKENING, an unemployed grease taster from Butte, Montana, ran her ad for over a year without getting a single response:

> **Recent prison escapee,** Devil worshiper, 30, lives in a basement, is border-line psychotic, seeks gullible male, 28+, who won't notice when I steal from him. Photo, phone, a must BOX LR13

Once again, simply by substituting some new words, Mildred's ad now pulls in dozens of eager responses every day!

> **Savvy woman,** enchantress, 30, down to earth, out-going, seeks trusting male, 28+, financially secure. Photo, phone, please. BOX LR13

Advertisement

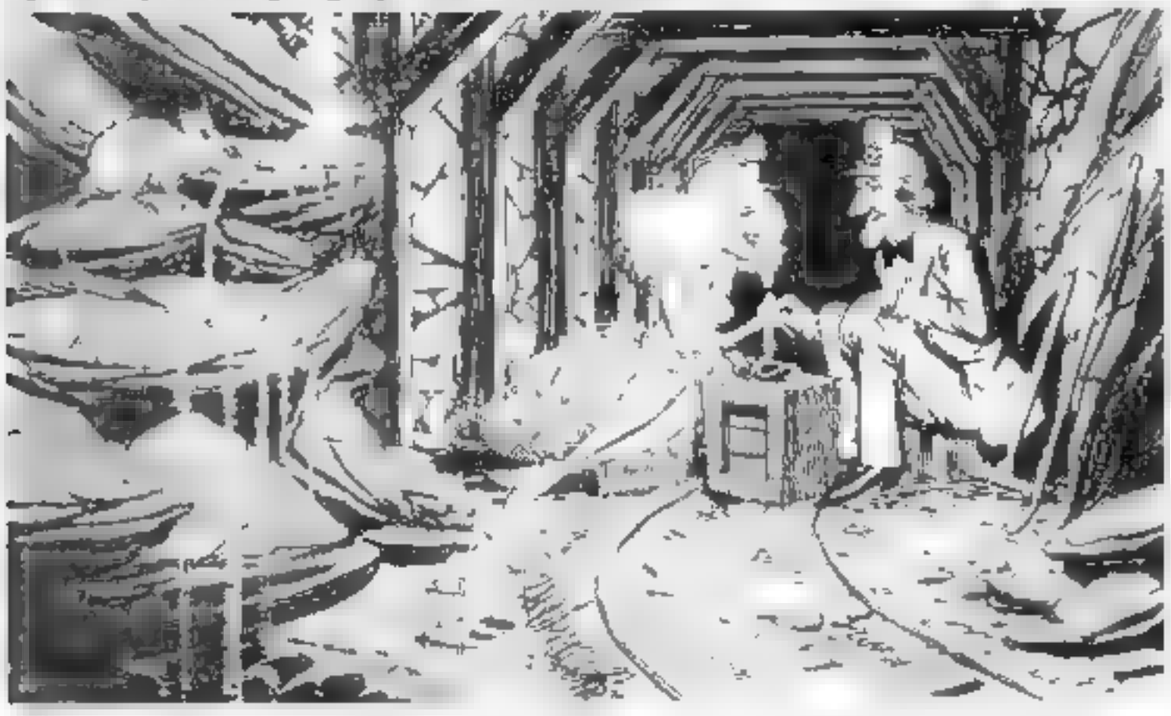
Alternate Places To Meet

Tired of trying to meet interesting people at the same old discos, singles bars, cocktail parties and resorts? Of course you are! Everybody is! That's why innovative new establishments that cater to the needs of singles are popping up all over the country. Here's the cream of the crop:

SINGLES OPERATING ROOM

If you're sick and single you'll want to check into St. Bartholomew's in Pickatown, Indiana. Eligible men and women are scheduled for major surgery in the same operating room. Mild anesthesia allows singles to chat and get to know one another while doctors repair and replace their vital organs. Most medical plans accepted.

SINGLES COAL MINE



The dark, dank shafts of the Forbush Coal Mine in Hatlo, West Virginia provide a romantic and exciting atmosphere (though lacking in oxygen) for subterranean singles fun. Hard hats and pickaxes are supplied free and dress is casual. Live DJ and rescue missions every Saturday night.

SINGLES TOLL BOOTH

Busy singles who spend lots of time in their cars are flocking to the toll booths of exit 15W on the New Jersey Turnpike. Each booth is occupied by an available male or female attendant who is eager to connect with outgoing and attractive licensed drivers. Gas up, grab a roll of quarters, and get out there!

SINGLES FUNERAL PARLOR

Every Tuesday and Thursday night, the Jason Cooper Funeral Home of Stanley, Wyoming opens its doors and gives fun-loving singles a unique opportunity to meet and mingle amid grieving mourners. A great place to meet people who have recently become single again after years of marriage. Refreshments in the main viewing room.

ARTIST: GEORGE WOODBRIDGE WRITERS: JOE RAIOLA AND CHARLIE KADAU

Advertisement

THE LAST RESORT DATING SERVICE APPLICATION

NAME _____ **SEX** (check one) M☐ F☐ R☐ V☐ K☐

AGE _____ **HEIGHT** _____ **WEIGHT** _____

Okay, now give us your real age, height and weight _____

What other ways have you tried to meet members of the opposite sex in the past year? (Circle all that apply.)

Singles bars
Breaking and entering
Skywriting
Getting married
Running into the street and shouting "AhhGiddyba, giddyba!"

PART I—ATTITUDE PROFILE

Read each statement and choose the response which most clearly indicates how you feel. Check the corresponding box if you:
[1] Strongly Agree [2] Agree [3] Are Uncertain [4] Disagree [5] Strongly Disagree

1 2 3 4 5

☐☐☐☐☐ 1. I would pay money to see a singing mule.
☐☐☐☐☐ 2. I get defensive when people hurl things at me.
☐☐☐☐☐ 3. If displayed properly, wood shavings can be decorative
☐☐☐☐☐ 4. Nothing matters but me.
☐☐☐☐☐ 5. It's okay to use your dentures as castinets at parties.
☐☐☐☐☐ 6. The way to a man's heart is through his chest.
☐☐☐☐☐ 7. One can never know enough about fungus.
☐☐☐☐☐ 8. At operas, I always giggle when the lady in the viking helmet comes on.
☐☐☐☐☐ 9. Shampoo and combs are a waste of money.
☐☐☐☐☐ 10. I find it hard to be around people who have personalities.
☐☐☐☐☐ 11. It would be a happier world if everyone wore duck costumes.
☐☐☐☐☐ 12. You should never take more hostages than you actually need.
☐☐☐☐☐ 13. I would purchase a book about saliva if one were available.
☐☐☐☐☐ 14. Under the right circumstances I could be a psychopathic killer.
☐☐☐☐☐ 15. I have difficulty buttoning things.
☐☐☐☐☐ 16. Dick Clark is the Antichrist and must be stopped.

Part II—MULTIPLE CHOICE

(choose what you think is the best answer)

1. Meeting more people and expanding my social life is important because.
   A) I'm boring and everyone who knows me has already found out.
   B) I enjoy ruining others' lives.
   C) I must recruit more disciples in my quest for world domination.

2. You can usually tell a lot about a person by:
   A) Listening to their opinion of Tommy LaSorda.
   B) Kidnapping their parents.
   C) Standing outside their home day and night for six straight months.

3. The main problem with the singles scene is:
   A) Too much emphasis is put on meeting nice people and being happy.
   B) There aren't enough activities I can bring my pit bull to.
   C) The dark lighting in singles bars hides scar tissue.

4. I am currently:
   A) Single or married, whichever comes first.
   B) Eligible for parole.
   C) Painting my kneecaps in assorted colors.

PART III—WORDS AND OPINIONS

1. Cross out any you will NOT date:
   A) Smokers
   B) Reptiles
   C) Investment bankers
   D) Scrabble cheaters
   E) Animated characters
   F) Ringmasters

2. What are your biggest turn-ons? (Circle all that apply.)
   A) People who chew with their mouths open
   B) Antennas
   C) Removing unwanted hairs
   D) Uninspected poultry
   E) Applying the Heimlich maneuver
   F) Hanging out at drug stores
   G) Unnecessary surgery

When sending in your application, please include a $100.00 non-refundable processing fee If we are unable to find a compatible partner for you, you will not hear from us again. **THIS IS OUR GUARANTEE!**

Address _____ City _____

State _____ Zip _____

GO AHEAD, ANIMATE MY DAY DEPARTMENT

When last seen, Robber Rabbit had been cleared of the murder rap! His lovely wife, Jugsica, came back to him! A bright future looms, right? That's what you think! Let's trace Robber's life from the final frame of his first big hit movie and discover...

Who de-famed ROBBER RABBIT

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Come on home, Robber, and I'll make you a carrot cake!

I'd rather have a toon-a sandwich, get it, Jugsica? TOON-a!

What's up, Doc?

That's Doc! I'm Happy! And he's Sneezy...

Hey! Where are all the TV cartoon people? How come we're being discriminated against, huh?

If I'm elected, I'll see to it that...

No, no, me! If I'm elected I'll make sure

and he's Sleepy!

Who can blame him with those two un-animated jokers around?

TOON PAN ALLEY

NAME THAT TOON

AH.. CHOO!

A happy ending? What a crock of schtick! From the very moment my first smash film ended, my career went down the tubes!

SOUP

PLA TOON

VARIETY TOMMY TOON

First I was thrown into bomb movie after bomb movie, like "Star Drek, the Toon Generation"...

You dare say someth ng about my ears?

I had to stoop to bomb TV show after bomb TV show...

We come to "Double Hare," the game show that

My income started to drop and I had tax problems you wouldn't believe..

I started having trouble with Jugsica when her merchandising deals went to her head..

Come now, Mr Rabbit, an air compressor as a business expense?

Listen, buster, how do you think I get back to my normal shape after I've been flattened by a steamroller?

Try my famous Patty-cake Mix, fellas! It's well-stacked with all kinds of goodies!

I'm just drawn bad, but you can learn how to draw me good!"

DRAW ME

The Chic Glitz School of Art

And it didn't take long for the *Ink-quirer* to invent stories about us..

NATIONAL INKQUIRER

RABBIT STEWED AGAIN! EXCLUSIVE STORY:

NATIONAL INKQUIRER

JUGSICA CLAIMS, "HE PROMISED ME FORTY KARATS, BUT HE GAVE ME FORTY CARROTS, THE CHEAP ((#$% &*!"

NATIONAL INKQUIRER

RABBIT SEEN HOPPING AROUND WITH DUCK EDWING'S WIFE!

JUGSICA HOPEFUL!

NATIONAL INKQUIRER

EXCLUSIVE STORY: JUGSICA AND THE "MONKEY BUSINESS" AFFAIR SINKS PRESIDENTIAL HOPEFUL!

Then my best friend **Baby Hemroid** died from **smoking** all them **cigars** ..

Another **tragedy** followed! My best car friend, **Bumpie** the **Toon-Buggy**, was **totalled** in a **bizarre accident**. .

Can you imagine, he was **56 years old** and could still **play** the part of a **baby!**

If he'd only lived to 75—he might've been able to play a **teenager!**

What a mess! Poor Bumpie was going **north** within the **legal speed limit**, the **Road Runner** was going **south** at **600 MPH!**

Bumpie didn't even have a **chance!** No car **warranty** in the world could **save** him!

HIGH TOON

And the **big lawsuit** didn't help my **career** too much either .

not to mention the **big ears**, the **stupid grin**, the **love** of **carrots**— **all my trademarks!** I demand 50% of every penny Robber Rabbit **ever made!**

Buu...buu... **but**..tha... tha... **that's**...

Lis...lis...**listen** to his stuu...stuu...**stuttering!** He **stole** tha...tha.. **that** from **me!** I waa...waa **want** the **other** 50%!

Tha tha tha . **that's all, folks!**

Need ess to say my **depression** started to show in my **work**...

Robber, you were supposed to **open** the **door** and be **surprised!**

But I did...

You call smashing through **one ceiling a surprise?** You used to be able to go through **six ceilings** for a **joke!**

But the **final blow** was when Rhonda, our only child, decided to **cash in** on the **popular trend** and write a scathing, totally **untrue book** about her **childhood**...

BUNNY DEAREST

A HARE RAISING SHOCKER

by Rhonda Rabbit

I decided it was time to end it all! Like they say, "Hare today, gone tomorrow!"

BAR

AL TOON

Harry give me a daiquiri dip!

You can't have dip, Robber! You know that's the only thing that can kill toons!

Right! Make it a double-dip daiquiri!

As I started fading away, my life flashed before my eyes! But it was Bugs Bunny's life! No wonder the @ #$%&* sued me!

Then, in my stupor it came to me! It was a zillion dollar idea! So I gulped down a gallon of gator-aid to neutralize the dip!

SPIT TOON

Listen to this idea, Harry! I'm going to produce a movie with all live people—except for one toon—but this time, no animation! A real, live walking and talking toon! But not a Bugs rip-off! No, this time something original! A Donald Duck rip-off! I can see it now

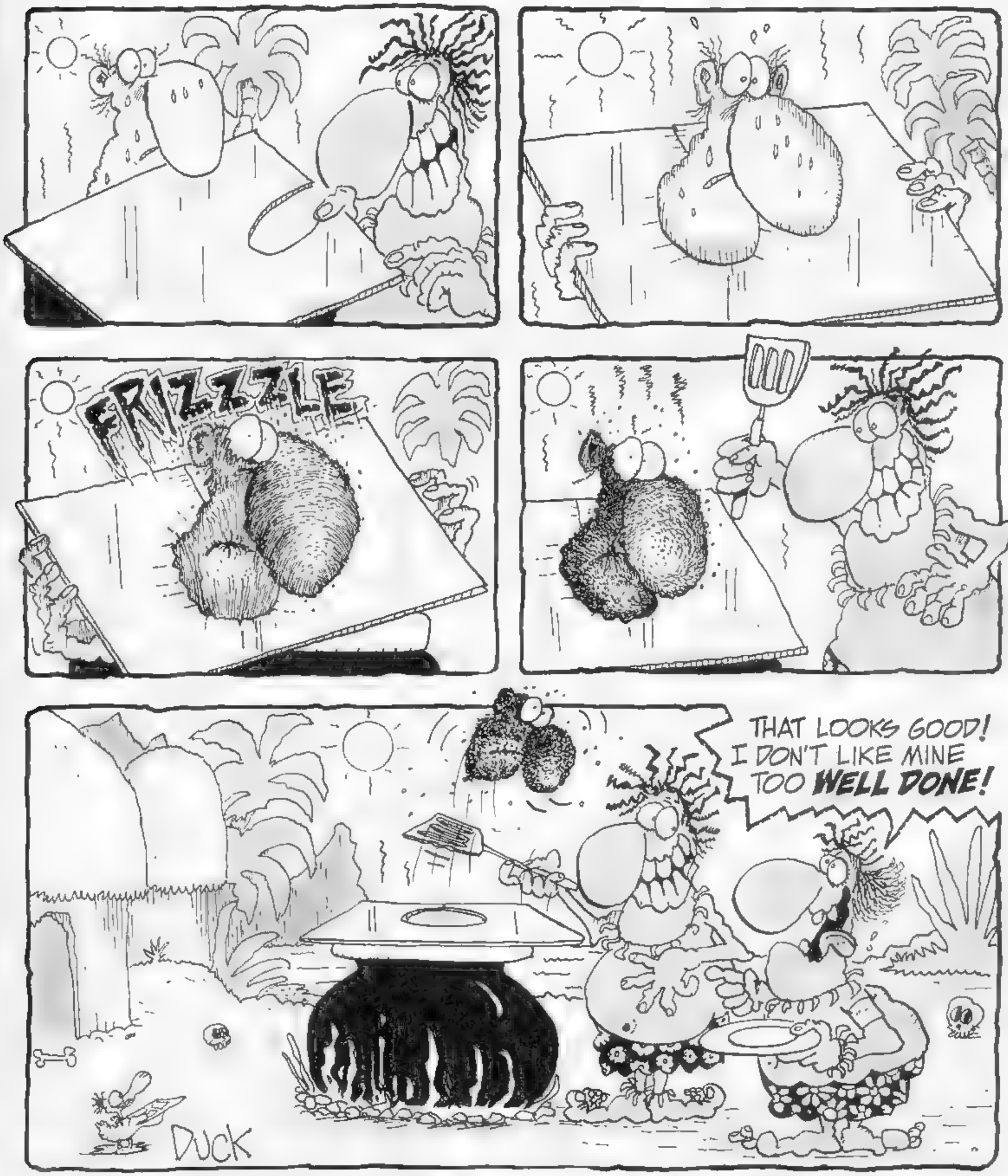
WE DO NOT SERVE FOUN AGERS

HOWARD THE DUCK

Well, what do you think?

Let me make you another double-dip daiquiri!

THE SIZZLING SOUTH SEAS SUPPER



AN EMBARRASSMENT OF RICHARD'S DEPARTMENT

MAD'S Christmas Believe It or Nuts!

ARTIST: BOB CLARKE WRITER: DICK DEBARTOLO

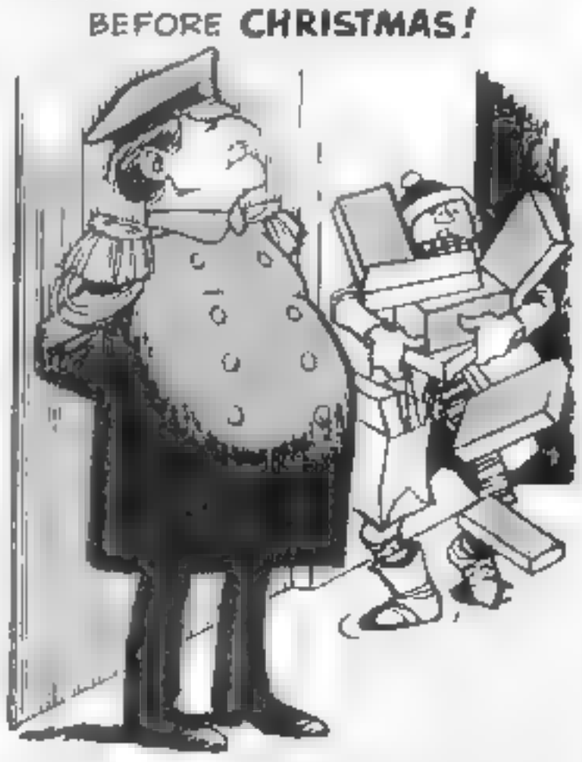
AT THE **ALLIED RUST COMPANY** CHRISTMAS PARTY,
ALL THE EMPLOYEES
STOP **DRINKING** WHEN THEY HAVE ENOUGH.., AND **NOT ONE PERSON** MAKES A **PASS** AT ANYONE ELSE'S **WIFE, BARFS** OR ACTS **STUPID!!**

STOCK BROKER
James Witt
with the firm of
WHITE, WINE & BRIE
ONCE RECEIVED A
CHRISTMAS BONUS
...AND FELT THE AMOUNT WAS **"INDEED FAIR"** AND PERHAPS EVEN **"OVERLY GENEROUS"**

MARILYN
HEMMES
USED HER **CREDIT CARD** TO PURCHASE A CHRISTMAS GIFT FOR HER **MOTHER,** CHANGED HER MIND AND RETURNED IT FOR **CREDIT.** SHE **THEN** CHANGED HER MIND AGAIN AND RE-BOUGHT THE GIFT...

AND YET, THE CREDIT CARD COMPANY **DID NOT** SCREW UP THE **BILLING!**

MICHAEL DAMIANO,
A **DOORMAN** IN GARDEN CITY, L.I DOES **NOT** TREAT ANYONE WITH SPECIAL CARE OR POLITENESS FOR **ONLY** THE TWO WEEKS BEFORE **CHRISTMAS!**

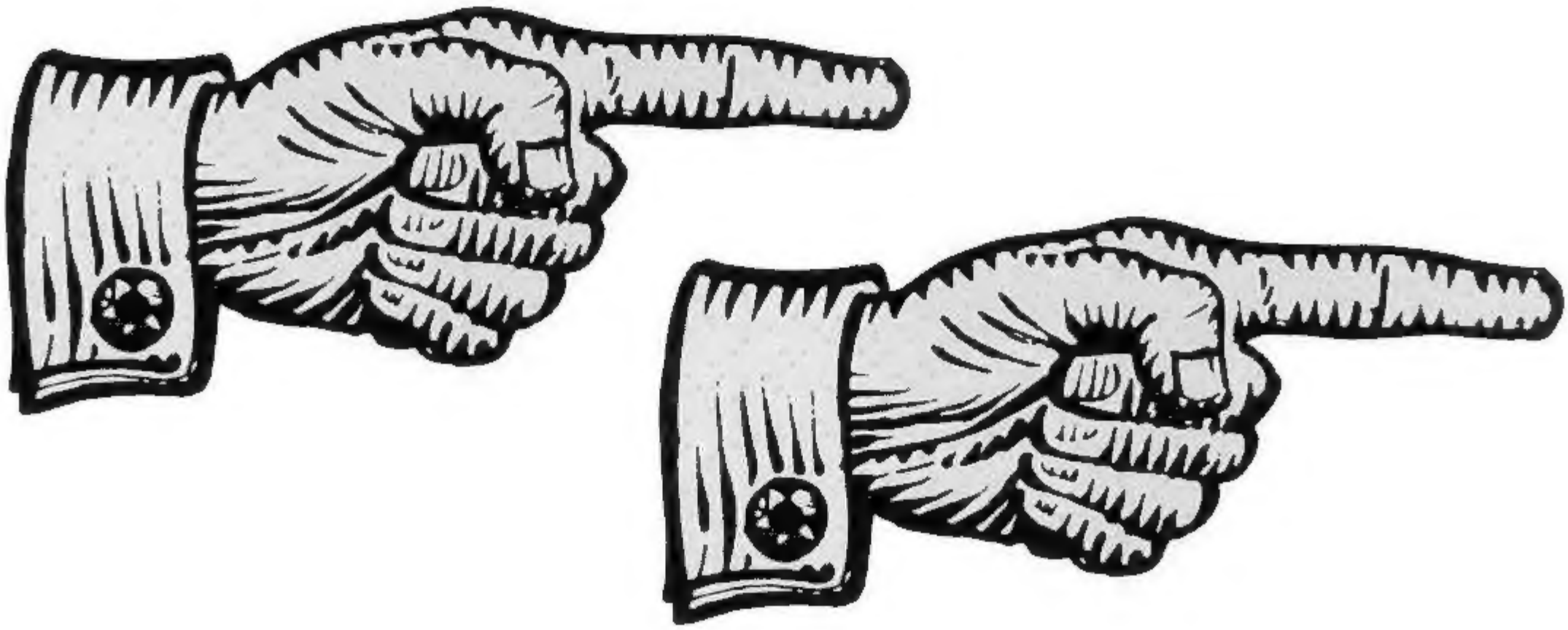


HE IS RUDE ALL **52 WEEKS** OF THE **YEAR!** ...*HE KNOWS TENANTS ARE STILL TOO AFRAID NOT TO GIVE HIM A LARGE CHRISTMAS TIP!*

RETIRED GRANDMOTHER,
Margaret Bongiovanni
AFTER CAREFULLY FOLDING EVERY PIECE OF USED **CHRISTMAS GIFT WRAPPING** FOR **59 YEARS,** SHE **ACTUALLY REUSED** SOME OF IT!

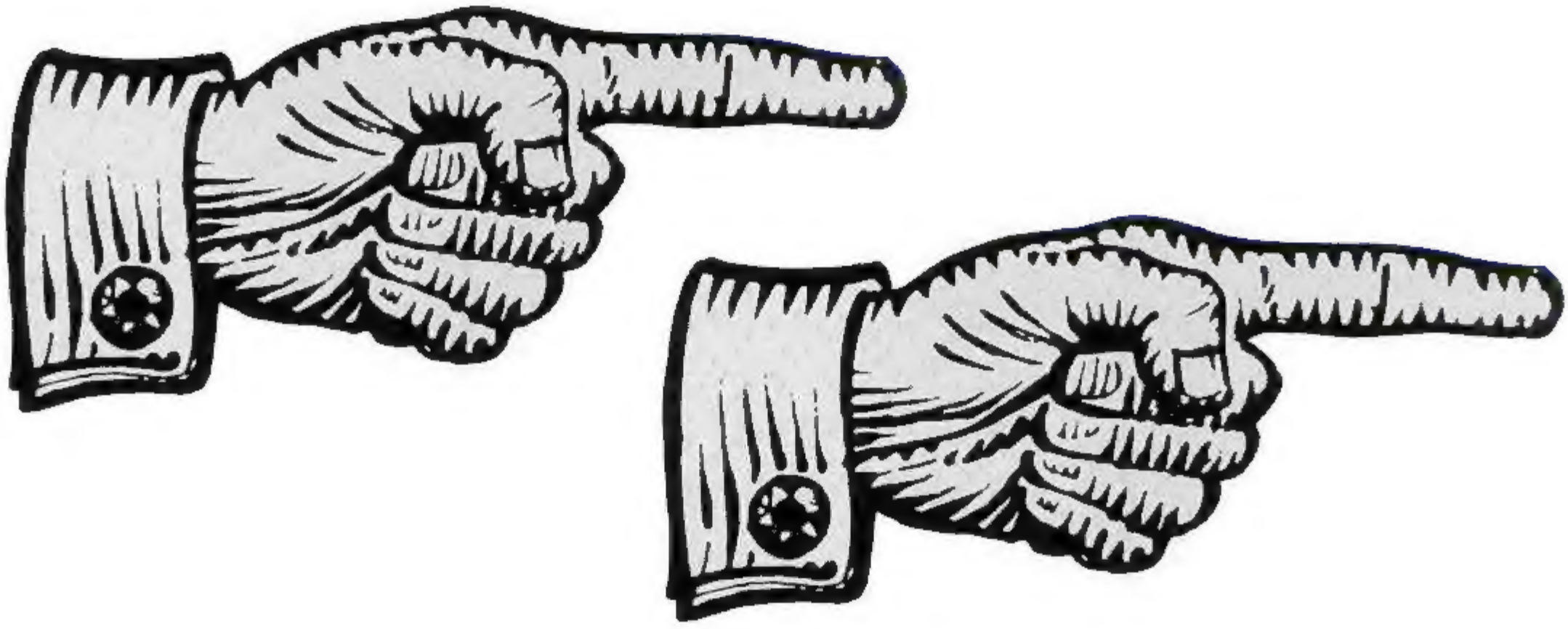
SHE USED IT TO WRAP ALL THE OTHER TONS OF USED GIFT WRAPPING FOR THE **TRASH COLLECTOR!**

Contrary to Popular Belief...
THE TREE IN **ROCKEFELLER CENTER** IS ***NOT*** REAL!
...IT'S THE WORLD'S LARGEST **ARTIFICIAL** CHRISTMAS TREE AND IS STORED THE REST OF THE YEAR ON THE WORLD'S LARGEST CLOSET SHELF IN THE **RCA** BUILDING!



Nothing to see here!

Please skip ahead.



WHAT ONE THING MAKES LIFE IN THE FAST LANE POSSIBLE?

HERE WE GO AGAIN WITH ANOTHER

MAD FOLD-IN

Life in the fast lane is very appealing. To find out what one thing you'll need to make it there, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A► FOLD BACK SO "A" MEETS "B" ◄B FOLD THIS SECTION OVER LEFT

RADICALLY DIFFERENT LIFESTYLES ARE EXTREMELY POPULAR TODAY. ALL HIGH ACHIEVERS ARE ABSOLUTELY DETERMINED TO LIVE LIKE RICH AND FAMOUS TV AND FILM ACTORS.

A► ◄B

WHAT ONE THING MAKES LIFE IN THE FAST LANE POSSIBLE?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD THIS SECTION OVER LEFT

RADAR

DETECTORS.

A▶◀B

DECISION '88

DUKAKIS?

BUSH?

JUST SAY

NO!

VOTE MAD!

VOTE MAD!

A PUBLIC SERVICE MESSAGE FROM MAD MAGAZINE